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FAMILY MEMBER INVOLVEMENT IN THE CONSUMER DECISION PROCESS

by

E. SUSAN MACDONALD

(C)

A THESIS

SUBMITTED TO THE FACULTY OF GRADUATE STUDIES AND RESEARCH

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ABSTRACT

Family Member Involvement in the

Consumer Decision Process

by

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University of Alberta, 1985.

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The overall purpose of this research was to evaluate the applicability of the process model of family consumer decisions as a conceptual framework for empirical research. The first objective was to develop and refine a methodology for measuring family member involvement in the consumer decision proces. The second objective was to determine the effect of family member involvement in the consumer decision process on both satisfaction with the product purchased and satisfaction with the decision process.

McGregor's (1984) process model of family consumer decisions was used as the conceptual framework for this research. In order to use this model as a conceptual framework it was first necessary to clarify the "family member involvement" component of the model and to develop a more comprehensive set of propositions related to the core of the model.

Four families participated in the study. A multimethod approach was utilized to gather information about family decision making. The methodology included both self report and observational techniques. The diary technique was based on that used by Kieren (1984). The interview / observation technique used was adapted from an approach for assessing marital decision making processes developed by Hill and Scanzoni (1982).

Data were analyzed descriptively by creating detailed profiles of each family's consumer decision process. The propositions were than examined in relation to the information in the profiles. This study was not designed to statistically test the propositions. Rather, it was thought that the information gathered in this study would be used to assessment the methodology and to help determine the applicability of the model as a conceptual framework.

An assessment of the methodology resulted in the identification of several point that needed improvement. The importance of gaining information about a family's decision process prior to their entry into the study was recognized. The effect of participation in such an in-depth research study on a families decision process was also considered.

The finding suggest that the proposition examined in this study can be tested using the developed methodology in a revised form. The findings also suggest that it is possible to find support for one of the primary tenets of the core of the model, that family member involvement varied by stage of the decision process.

Upon completion of the study the process model of family consumer decisions was evaluated as to its applicability as a conceptual framework for empirical research. It was determined that the model could be successfully applied as a conceptual framework provided operational definitions of the variables in the model are developed.

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Table of Contents

Chapter		Page
I.	INTRODUCTION	1
	A. Justification	1
	B. Objectives	2
II.	CONCEPTUAL FRAMEWORK	4
III.	LITERATURE REVIEW	10
	A. Family Member Involvement	10
	Role Specialization and Influence	10
	Interaction	14
	Measurement of Family Member Involvement	19
	B. Satisfaction with the Decision Process	26
	C. Consumer Satisfaction	27
	Theoretical Conceptualizations of Consumer Satisfaction/Dissatisfaction	27
	Determinants of Consumer Satisfaction/Dissatisfaction	30
	Measurement of Consumer Satisfaction/Dissatisfaction	36
IV.	METHODOLOGY	40
	A. Participating Families	40
	B. Collection of Data	40
	C. Description of Instruments	41
	Preliminary Questionnaire	41
	Diary	42
	Observation	42
	Questionnaire - Satisfaction	43
	D. Analysis of Data	44
	E. Operational Definitions of Variables	46
V.	RESULTS	48

A. Family 01 48
Role Specialization 49
Influence 49
Interaction 51
Satisfaction 51
B. Family 02 54
Role Specialization 54
Influence 56
Interaction 57
Satisfaction 57
C. Family 03 57
Role Specialization 60
Influence 62
Interaction 63
Satisfaction 63
D. Family 04 66
Role Specialization 67
Influence 67
Interaction 69
Satisfaction 71
VI. DISCUSSION 74
A. Assessment of Methodology 75
B. Propositions 78
F1 Propositions - FMI on Decision Process Variables 78
D1 Propositions - Decision Process Variables on FMI 81
C. Applicability of the Model as a Conceptual Framework 83
VII. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS 86

A. Summary and Conclusions 86

B. Recommendations 87

Methodology 87

C. Conceptual Framework 88

REFERENCES 90

APPENDIX A. LIST OF PROPOSITIONS 101

APPENDIX B. RESEARCH INFORMATION SHEET 117

APPENDIX C. CONSENT FORM 119

APPENDIX D. INITIAL QUESTIONNAIRE 121

APPENDIX E. DIARY FORMS 124

APPENDIX F. DIARY INSTRUCTION SHEET 127

APPENDIX G. INTERVIEW PROTOCOL 129

APPENDIX H. POST INTERVIEW QUESTIONNAIRE 133

APPENDIX I. FINAL QUESTIONNAIRE 136

APPENDIX J. DIARY CODE SHEETS 139

APPENDIX K. DIARY SUMMARY SHEET 141

APPENDIX L. AUDOITAPE CODING MANUAL 143

APPENDIX M. FAMILY PROFILE: FACES II 147

LIST OF TABLES

Table		Page
1.	Process Power Scores - Family 01	49
2.	Process Power Scores - Family 02	56
3.	Process Power Scores - Family 03	62
4.	Process Power Scores - Family 04	69
5.	Role Specialization by Stage	82

LIST OF FIGURES

Figure		Page
1.	Major Components of a Process Model of Family Consumer Decisions	5
2.	A Process Model of Family Consumer Decisions Depicting Sets of Propositions	6
3.	Expansion of Core of Process Model of Family Consumer Decisions	9
4.	Participation by Stage - Family 01	50
5.	Interaction by Stage - Family 01	52
6.	Frequencies of Interaction Summary Codes - Family 01	53
7.	Participation by Stage - Family 02	55
8.	Interaction by Stage - Family 02	58
9.	Frequencies of Interaction Summary Codes - Family 02	59
10.	Participation by Stage - Family 03	61
11.	Interaction by Stage - Family 03	64
12.	Frequencies of Interaction Summary Codes - Family 03	65
13.	Participation by Stage - Family 04	68
14.	Interaction by Stage - Family 04	70
15.	Frequencies of Interaction Summary Codes - Family 04	72

I. INTRODUCTION

Many researchers agree that since the purchase behavior of individuals in the family is rarely independent of the influence of others, it is often desirable to make the family the unit of analysis for consumer research. The family as a unit of analysis represents a sensible but complex way to view consumer decision making (Davis, 1976; Wind, 1978). However, until recently the bodies of literature that have contributed most to the understanding and analysis of consumer behavior - marketing and family sociology - have also contributed to an overemphasis on the individual as the relevant unit of analysis. This overemphasis has in turn limited progress in family consumer research (McGregor, 1984).

A process model of family consumer decisions was developed by McGregor (1984). The objective was to model the process that a family as a group goes through while making consumer decisions. The model was based on the assumption that family buying behavior is a complex, dynamic process rather than a single individual act.

The overall purpose of the current research was to evaluate the applicability of the model as a conceptual framework for an empirical study and in so doing, to contribute to the refinement of the core component of the model.

A. Justification

While much of the research on consumer decision making has focused on the individual, in reality many purchase decisions are made by the family. The role of family members in the decision process has been the object of research by marketers (Davis, 1970, 1971; Woodside, 1972; Ferber & Lee, 1974; Davis & Rigaux, 1974; Hemple, 1975) as well as sociologists and social psychologists (Blood & Wolfe, 1960; Kenkel, 1961). Most studies of family consumer decisions have generally focused on the outcomes of decision-making rather than considering the process that has led to the outcomes. The need to explore <u>how</u> families make decisions rather than simply <u>who</u> is

involved has been considered a high research priority (Davis, 1976; Belch, Belch & Sciglimpaglia, 1979).

It is recognized that in order to develop a meaningful and useful base of information on the family consumer decision process it is important that research efforts be cumulative. This research builds upon a study by McGregor (1984) in which a process model of family consumer decisions was developed. McGregor made several recommendations for further research, some of which are being addressed in this study.

McGregor suggested that the model needed further refinement before it would be possible to use it as a basis for future research and that the family member involvement component of the model's core was specifically in need of refinement. McGregor also recommended that empirical researchers should initially focus on portions of the model, to ensure more effective, systematic confirmation/rejection, evaluation and advancement of the model.

Following these recommendations, this study will focus on the family member involvement portion of the model's core and on the relationships between involvement in the process and satisfaction with both the product and the process.

B. Objectives

The specific objectives of this study are:

1. to develop and refine a methodology for measuring family member involvement in the decision process; and
2. to determine the effect of family member involvement in the consumer decision process for household furnishings on both satisfaction with the product purchased and satisfaction with the process itself.

This study is part of an ongoing research project in the Faculty of Home Economics at the University of Alberta. In order to complete objectives 1 and 2 it was

first necessary to (a) clarify the "family member involvement" component of the process model of family consumer decisions and (b) develop a more comprehensive set of propositions related to this component.

II. CONCEPTUAL FRAMEWORK

A modified version of McGregor's (1984) process model of family consumer decisions was used as the conceptual framework for this study. The domain and scope of this model is a theoretical effort concerned with explaining the natural phenomenon of a family as a buying unit as it goes through the stages of a high involvement (extended problem solving) decision for a consumer good or service (McGregor, 1984). The model comprises three major components (Figure 1):

1) external environment
2) internal environment
3) core (a) decision process variables
   (b) family member involvement
   (c) product related variables

The model is schematically presented in a nested cup fashion so as to readily suggest the systems approach - one system operating within, being influenced by, and influencing other systems (McGregor, 1984). Sets of propositions are used to indicate the relationship between variables. The propositions are ordered into ten sets (Figure 2). These sets include documented propositions found in the literature relevant to consumer decision making as well as propositions deduced from the model.

The external environment comprises several sets of variables including culture, economic system, political system, market forces, social class and reference groups which may directly affect the variables in the core of the model. The external environment is also viewed as acting indirectly, through the internal environment (family as a system) on the core components.

The internal environment depicts the family system operating within the larger external environment (system). Because the relationships between the external and internal variables are outside the scope of this model, there are no explicit sets of propositions to account for the effect of the external environment on the family as a system. The sets of

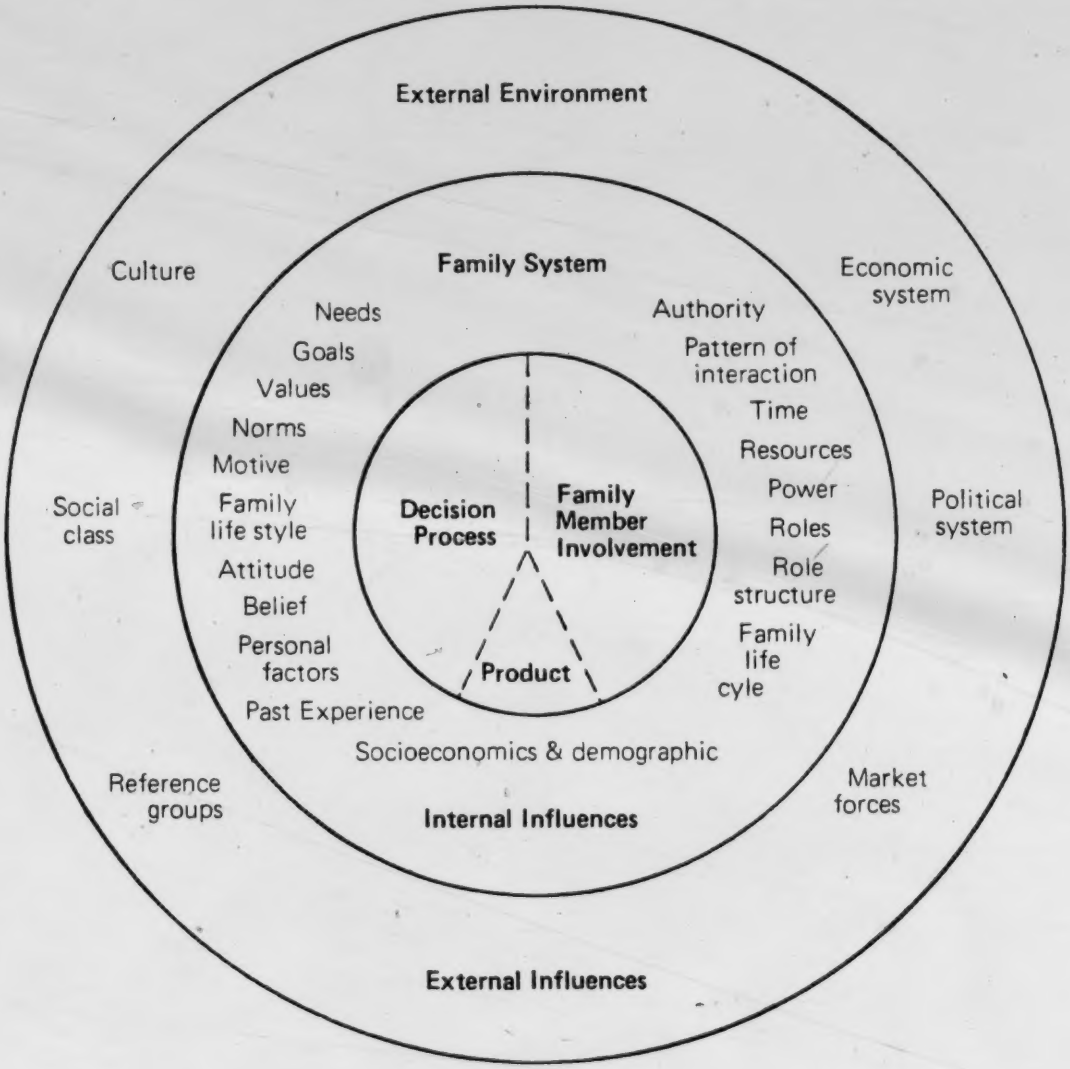

Figure 1

Major Components of a Process Model of Family Consumer Decisions

(See Figure 2 for the sets of propositions and Figure 3 for expansion of the core)

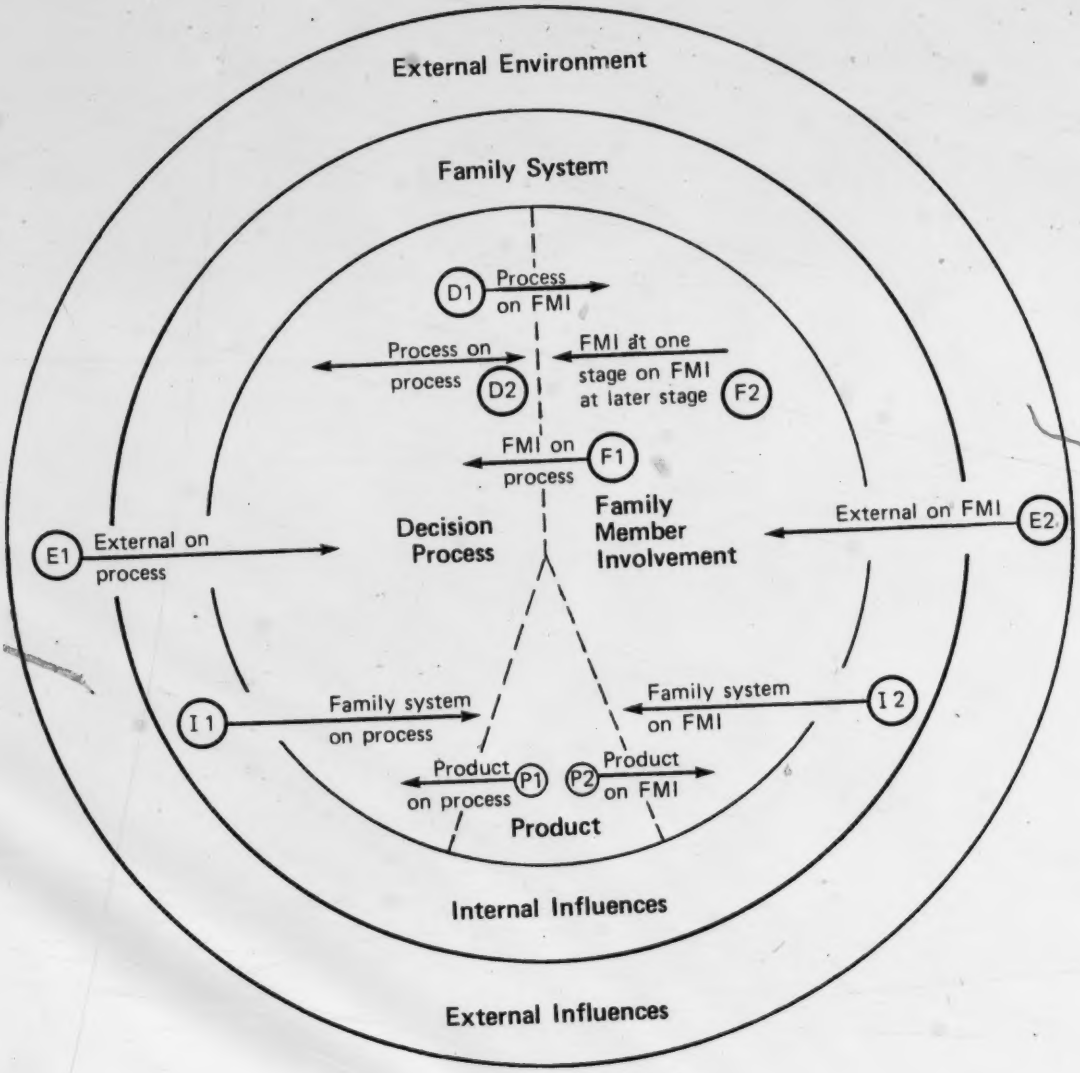

Figure 2

A Process Model of Family Consumer Decisions Depicting Sets of Propositions

internal variables depicted in the model all contribute to shaping the character of the family system. These internal variables are seen as individually or collectively having direct influence on the core of the model.

It is the core component of the model which is the focus of this research. The variables and propositions within the core of McGregor's (1984) process model of family consumer decisions were examined. Some of the existing propositions were combined and some new propositions were deduced from the model. The propositions were then reorganized to follow a more logical sequence. Work was done on improving the diagramming of the core so that relationships among variables are more explicit and visible when looking at the figure without the written component. This included the addition to the core of a third part, 'product related variables', as well as renaming the sets of propositions.

The revised core component of the model contains three parts (Figure 3). One part of the core comprises the consumer decision process which is presented in seven distinct stages. These stages are a combination of the decision process component of the Engel and Blackwell (1982) model and the Kieren, Vaines and Badir (1984) concept of a problem solving loop. Each of these stages may affect other stages of the decision process and family member involvement and may itself be affected by a) external environment, b) the internal family system, c) other stages of the process, d) the product and/or e) family member involvement.

The second part of the core comprises the concept of family member involvement during a consumer decision. This concept refers to 1) role specialization (who participates in the specific consumer decision and the extent of each person's participation at each stage), 2) the influence each individual has on the decision and 2) the interaction which takes place during the process of deciding. Family member involvement at any stage may be affected by a) the external environment, b) the family system c) some decision process variables, d) the product, and/or e) family member involvement at another stage.

The third part of the core comprises product related variables. This includes factors related to the product category being purchased, such as importance, price, and perceived risk, as well as factors associated with the alternatives available. Product related variables may influence (a) decision process variables and / or (b) family member involvment.

The product related component of the core was purposely minimized in the schematic model because although these variables must be accounted for in the decision process they are not the main focus here. There are no propositions to account for the influence of variables in other parts of the model on these product related variables. Models of decision making with emphasis on product related variables are found in the marketing literature.

A complete list of propositions included in the core of the model are found in Appendix A. The specific propositions which are the focus of this study are:

F1 PROPOSITIONS

- Decision process variables associated with the *post purchase evaluation stage* may vary according to *role specialization* of family members in the decision process.
- Decision process variables associated with the *post purchase evaluation stage* may vary according to *influence* among family members in the decision process.
- .Decision process variables associated with the *post purchase evaluation stage* may vary according to *interaction* among family members in the decision process.

D1 PROPOSITIONS

- *Role specialization* may vary according to *stage in the decision process.*
- *Influence* among family members may vary according to *stage in the decision process.*
- *Interaction* among family members may vary according to *stage in the decision process.*

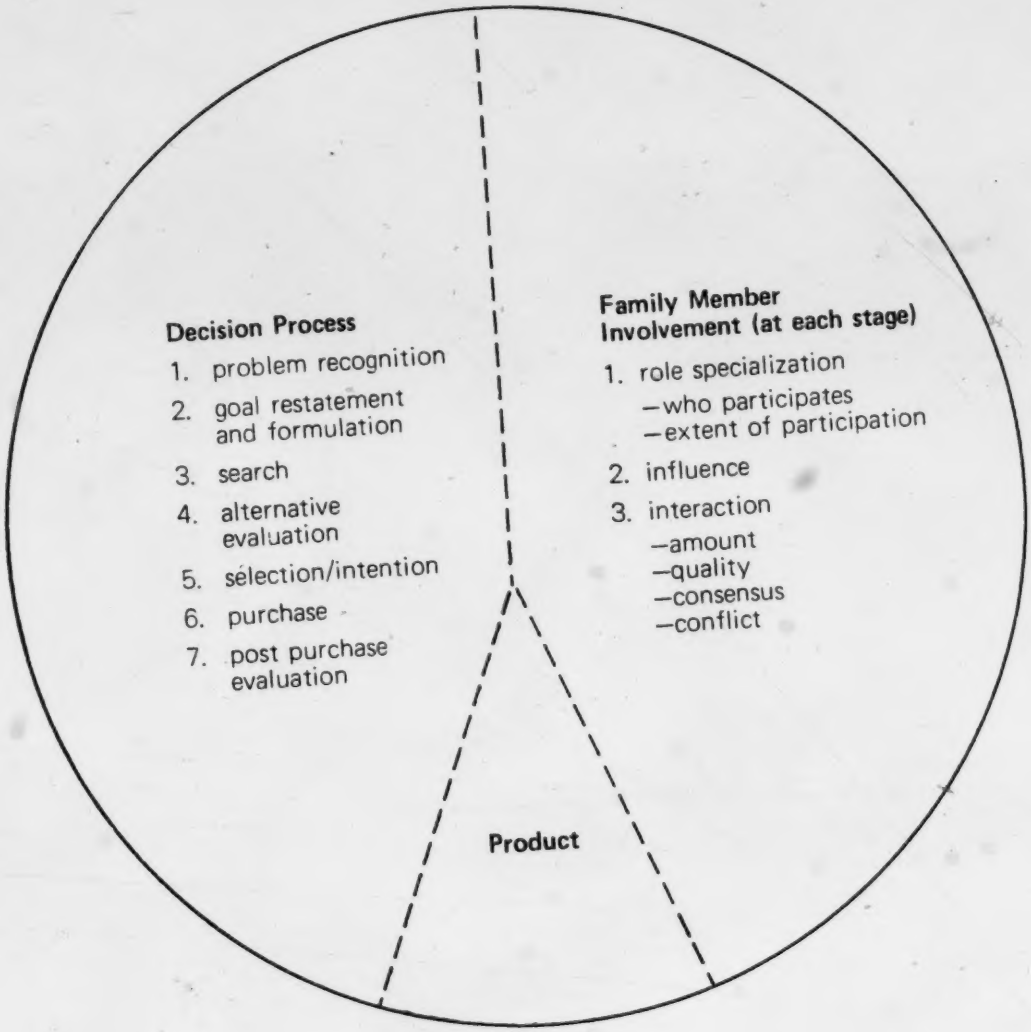

Figure 3
Expansion of Core of Process Model of Family Consumer Decisions

III. LITERATURE REVIEW

The review of the literature is devided into three sections. The first section explores the lierature related to family member involvement in the consumer decision process and includes literature on the measurement of family member involvement. The second section describes the literature available on satisfaction with the decision process. The third section deals with the literature related to consumer satisfaction / dissatisfaction and includes literature on the measurement of consumer satisfaction / dissatisfaction.

A. Family Member Involvement

The concept of family member involvement comprises the sub-concepts role specialization,influence and interaction. Although role specialization and influence are recognized by researchers as two separate and distinct constructs they have often been studied together and are therefore included in the same body of literature. For this reason they will be presented together in this review of literature.

Role Specialization and Influence

The concept of role specialization includes who participates in a specific stage of the decision and the extent of each person's involvement. Melson (1980: 183) defined role specialization as "family member development, modification or adaptation of his / her behavior such that s / he is an expert in or deals exclusively with a particular decision stage, activity or product."

Influence is defined as the degree to which pressure exerted by one spouse upon another is successful in imposing that spouse's preference about a pending decision despite initial opposition (Safilios-Rothschild, 1970: 540). It is the impact that an individual has during the decision and on the outcomes (Jenkins, 1979: 207).

The literature on role specialization and influence in family decision making is characterized by diverse theories about the structure of marital roles in decision making.

At the extremes are those researchers who assume unidimensionality, and whose studies describe families as "matriarchal", patriarchal" and "companionship" (Burgers and Locke, 1960), or who use global influence questions and overall power scores.

Davis and Rigaux (1974) positioned patterns of decision making within families in terms of two axes. The first is a scale of relative influence of husband and wife. The second axis is a scale of extent of role specialization. Decisions were classified into four groups according to the position of the decision relative to the two axes - husband dominant, wife dominant, autonomic and syncratic. Autonomic decision making is shared decision making in which separate authority is delegated for specific types of decisions to individuals within the group (Nickell, Rice & Thucker 1976:457). Syncratic decision making is shared decision making in which each decision is made by the group (Nickell, Rice & Tucker, 1976:465), also called joint decision making (Blood & Wolfe, 1960).

Researchers in the area agree that role specialization and influence in family decision making vary across products, across decisions within products and across phases of the decision process (Burns & Ortinau, 1979). Davis and Rigaux (1974) found that role specialization and influence in decision making varied across products.Their results suggested that insurance tended to be husband dominant while decisions regarding kitchenware, household cleaning products, wife's and children's clothes as well as food and non-alcoholic beverages tended to be wife dominant. The syncratic pattern characterizes decisions about housing, living room furniture, children's toys and school, concerts, movies and theatre, as well as family vacations. The decisions on garden tools, alcoholic beverages and nonprescriptive drugs were classified as autonomic decisions.

Role specialization and influence in decision making also vary across sub-decisions within products. Davis (1970) revealed considerable variability in husband-wife roles in a series of subdecisions relating to the purchase of a specific product. Marked differences in the wife's influence can be seen by comparing decisions about how much to spend and when to buy (predominantly husband-dominated), with those concerning style, color and

fabrics (mainly wife-dominated). Davis and Rigaux (1974) also studied role specialization and influence in decision making over three stages of the decision process: problem recognition, search and evaluation, and final decision. They found that marital roles varied throughout the decision process. While no noticable differences were apparent in average relative influence of husband and wife, the phase of information search was characterized by considerably more role specialization than either the problem recognition or final decision stages.

Bonfield (1980) conducted a similar study. In this study, the general movement toward role specialization in search for information about alternatives found by Davis & Rigaux (1974) was not supported. The major reason for this was felt to be due to the fact that problem recognition specialization was more prominent in this study than was previously true. Specialization at the problem recognition stage was likely due to the more specific nature of the decision items.

Most of the research on family decision making patterns has studied only husband-wife dyads and has neglected the influence of children. Filiatrault & Ritchie (1980) studied the influence children have on family decision making patterns. The analysis of role structure revealed substantial differences between families with children and couples-only decision units. Eight couple decisions were classified as syncratic as opposed to four in the case of families with children. In contrast, seven decisions were categorized as autonomic for families with children versus only one for couple decision units. Role specialization existed to approximately the same extent for both families with children and couples. From this study Filiatrault & Ritchie (1980) were able to draw several conclusions.

1. Husbands tended to dominate decision-making more in family decision units than in those where no children were present; joint decision-making was more prevalent in couple-only decision units.
2. The relative influence of husbands and wives across different stages of the decision process varied to a greater extent in family decision-making units than in those

where no children were present.

3. Within family decision-making units, children exerted relatively little influence on the overall decision process, although the extent of their influence varied substantially across different stages of the decision process. Nevertheless, children may have the potential to influence family decisions by forming alliances with either husband or wife to produce a "majority" position.

Extent of participation by family members is considered to be the degree to which individual members of a family apply time and effort to the purchase decision (McGregor, 1984). Two major determinants of the extent of participation in the consumer decision process are the degree of involvement with the item being purchased (product involvement) and the degree of involvement in the situation in which the purchasing occurs (task involvement) (Clarke and Belk, 1979).

Product involvement is purchase-item specific but not purchase-situation specific. While there are individual differences in levels of involvement with a given product, with a relatively homogeneous population the rank orders of involvement with an array of products are expected to be relatively constant (Clarke and Belk, 1979). Howard and Sheth (1969) predicted that greater effort will be expended for high importance products. Katona and Mueller (1955) found strong differences in consumer decision efforts (extent of participation) between products of such apparently differential involvement as sports shirts (low) versus major appliances (high).

Belk (1975) suggested that task-defining features of a consumer decision situation arise from goals relating to information gathering or product selection, and from the usage situations that are envisioned for products that are relevant to these goals. In other words, the task is defined by the consumer's intentions at a particular time and place. The task may be highly involving either because it entails important immediate goals, or because the intended usage situation involves important goals. Gronhaug (1972) found that higher task involvement resulted in higher levels of participation by consumers. Those consumers

who perceived the task as more involving were found to have considered more alternatives, visited more shops, and sought more advice.

Most researchers agree that important one-time purchases of durable goods allow a great opportunity for participation of family members in the decision process. Purchases of durable goods are most often seen as a progression of interrelated decisions or steps. Husbands, wives, and children have the opportunity to become involved at one or more steps in the process. Davis (1976) felt that family members are also more motivated to participate in the purchase of a large durable good due to the fact that, given family budget constraints, a major purchase often precludes other acquisitions.

Interaction

Interaction is defined as the mutual or reciprocal actions or communication system among family members that involve initiative and responsive behavior (McGregor, 1984:29). Interactions during the family decision process usually result in one of two states: conflict or consensus. Conflict is defined as disagreement between two or more members of a family resulting in inhibiting or preventing a joint decision (Sheth, 1974:31). Consensus is defined as the agreement of family members on issues related to the purchase of a product or service, thereby facilitating decision making (Edwards, 1970).

The potential for disagreement among family members during the decision process has been recognized by several theorists. Blood (1960) argued that the involuntary and diffuse character of family relationships and the family's small size and changing developmental tasks lead to a high degree of conflict. He suggested that treating the family as though the normal state were one of agreement and stability is inadequate, since decisions are frequently an ongoing confrontation between members having interest in a common situation.

The issue of conflict among family members during the purchase decision process has been addressed by several theorists including Sheth (1974) and Davis (1976). In his

theory of family decision making, Sheth (1974) suggested that the presence of inter-member conflict in joint buying decisions entails attempts to resolve it that are tactically different and varied in appropriateness, depending on the cause of the conflict. Four forms of conflict resolution are suggested by Sheth, including problem solving, persuasion, bargaining and politics.

Problem solving is viewed as a common form of resolution when the conflict is the consequence of disagreement on evaluative beliefs rather than buying motives. The problem solving process may lead to more information search, in order to evaluate alternatives and / or reliance on "credible" personal sources outside the family.

Persuasion may be used as a mode of conflict resolution when there is agreement at a fundamental level, but disagreement as to specific subgoals. Persuasion entails interaction among family members in order to resolve the conflict and no attempt to gather more information is involved.

The use of a bargaining process to resolve conflict is suggested when there is fixed disagreement by family members over buying motives. In bargaining strategies the concept of distributive justice or fairness is often evoked and the existence of conflict is explicitly acknowledged by family members.

The fourth mode of conflict resolution suggested by Sheth was politics which is likely when there is disagreement about not only specific buying motives, but also about the style of life of the family. This form of conflict resolution may result in the formation of coalitions and subgroups in order to isolate the family member with whom there is disagreement and to force this individual to join the majority.

The issue of conflict in family decision making has also been considered by Davis (1976). Davis suggested two "ideal" representations of group decision making - a consensual model and an accommodative model. Consensual decision making occurs when there is agreement among family members about what the goals or desired outcomes of a decision should be and includes strategies such as role structuring, budgeting and problem

solving. The role structure strategy serves to lessen or even eliminate the need for discussion by making one person (or sometimes two) responsible for the decisions. Frequently, family members come to accept one person as a "specialist" in a particular sphere of activity, thus making legitimate his or her right to decide without interference.

In the budget strategy, decision responsibility is "controlled" by an impersonal arbitrator. Conflict can be restricted to once a week meetings at which time criteria of fairness and equity may receive more attention. The process of agreeing on a budget is still liable to plenty of conflict, but, once formulated, a budget tends to divert attention from hostile antagonist to operational code (Blood, 1960:215).

When agreement exists about which goals are desirable, problem solving behavior is likely. "Experts", both within and outside the family, can be relied on to provide "proof" of the merit of one alternative versus others. Family discussion can produce a better solution than that originally put forth by any of the members individually.

Under the accommodative model, family members recognize that priorities and preferences are irreconcilable and that conflict is likely to occur since there is disagreement over purchase goals. Davis (1976) suggested two types of accomodative strategies which might be used by family, persuasion and bargaining.

Davis suggests that persuasion strategies involve forcing a family member to make a decision he or she would not otherwise make and include a variety of methods including criticism, intuition, coercion and coalitions (the latter being synonomous with Sheth's notion of politics as a conflict resolution mode). Bargaining strategies involve long-term consideration whereby a family member may be willing to make a sacrifice in a certain decision area in return for first consideration in a later decision. Bargaining methods include waiting for the next purchase (which is similar to Sheth's concept of fairness or distributive justice as part of the bargaining process), impulse purchasing and procrastination.

Sheth (1974) and Davis (1976) both predicted conflict resolution as a direct outcome of preference discrepancy, without intervention of modifying variables. Subsequently, Burns and Granbois (1977) have sought to investigate the presence and characteristics of postulated variables (involvement, empathy and recognized authority) that may moderate the need for overt conflict-solving behavior. The results of the study suggested that couples probably will experience a considerable number of instances of agreement on first choice preferences (consensus). However, it was found that when discrepancy among preferences did occur, involvement in the decision, empathy, and recognized authority did moderate the need for conflict resolution behavior. It was found that low involvement and / or high empathy tended to lessen the need for conflict resolution behavior. Increased recognition of the decision-making authority of one spouse also decreased the need for conclict resolution behavior.

There is very little empirical research in the area of interaction among family members during the consumer decision process. Belch, Belch and Sciglimpagli (1979) studied the area of conflict resolution. They found that persuasion and problem solving were the forms of conflict resolution most utilized by spouses. Bargaining and politicking were rarely mentioned as conflict resolution tactics, a finding which may reflect a reluctance to indicate the use of such tactics due to negative connotations of these behaviors. They also found that children tended to see the problem solving strategies used less often than parents, particularly family discussion. A possible explanation may be that the child was not considered part of the decision process for the product being considered, or that discussions of this nature are carried on outside the presence of children.

Belch, Belch and Sciglimpaglia (1979) also found that higher levels of conflict are found when all family members are likely to be involved in the purchase process. This increased involvement or interest by family members leads to different goals and objectives and therefore increases conflict.

Strodtbeck (1951) studied modes of interaction as they relate to influence in family decision making. The results of this study indicated that the ultimate decision could be most accurately predicted by simply weighing the privately pre-determined opinion of each participant by the total time he had spoken during the interaction. It was found that the spouse who talked most won the majority of decisions. The most talking spouse tended more frequently to ask questions, carry out opinion and analysis and make rewarding remarks. However, it is felt that this simple answer does little to recapture the subtlety and complexity of social interaction as it is generally understood.

Each of the views discussed assumes that implementation of joint decisions requires reaching consensus among the family members involved. However, it is known that not all family decisions are the result of consensus among all family members involved. Scanzoni (1980) developed a model of family interaction during decision making which includes alternatives to the consensus decision.

According to Scanzoni (1980) there are three types of interactions which take place during family decision making. "Discovery of consensus" consists of a "yes" response by one partner to the matter being raised by the other. The basis for a "yes" response was one partner simply concurring with the other without making any modifications in the other's original request, demand, proposal, etc. It is an agreement or decision marked by a suggestion which was discussed - though possibly very minimally and by conformity on the part of the responding partner. The outcome is mutually satisfactory.

"Development of consensus" consists of a "yes, but..." response by one partner to the matter being raised by the other. A consensus development situation arises when one partner seems to be in basic agreement with the other, but concomitantly wishes to amend, modify, qualify, elaborate, contribute to, or in some other fashion, extend the other's request. A developing consensus consists of suggestions, ideas, proposals, options, and considerations all falling under the heading of discussion. Opposition,

resistance (including stalling tactics), or disagreement are not included in discussion.

"Conflict" consists of a 'no" response by one partner to the matter being raised by the other. The "no" response signifies disagreement, resistance, and opposition. The reaction to the 'no" can signal continued conflict, efforts to compromise (negotiation), or acquiesce.

Processes occuring under a conflict situation are labeled as negotiation, while consensus discovery and consensus development processes are labeled as discussion. One means to distinguish between negotiation and discussion is through the kinds of supporting actions (or styles) used by the parties. While verbal persuasion may appear in either discussions or negotiations, coercive-competitive strategies and certainly violence are more likely to accompany negotiation and conflict.

It is Scanzoni's (1980) view of family interaction during the decision process that is used in this study.

Measurement of Family Member Involvement

In order to measure family member involvement it must first be decided what determines a family member. Exactly who is included in the definition of a family? The term "family" elicits a perplexing problem in research. It is a term with almost universal recognition and emotional appeal. However, this wide-spread recognition is matched by an equally widespread diversity in the form, function and meaning we associate with families. Thus, while communication is facilitated by recognition; understanding and common use of the term is marred by diversity in meaning.

There are many definitions of a family. Hook and Paolucci (1970: 316) defined a family as "A corporate unit of interacting and interdependent personalities who have a common theme and goals, have a commitment over time and share resources and living space." Andrews, Bubolz and Paolucci (1980: 31) defined a family as "a bonded unit of interacting and interdependent persons who have some common goals and resources and

for part of their life cycle, at least, share living space." The American Home Economics Association (1975: 26) defined a family as "a unit of intimate transacting and interdependent persons who share some values and goals, resources, responsibility for decisions, and have a commitment to one another over time.."

After examining the definitions there appear to be several prominent characteristics that identify a family (McGregor, 1984). Families share resources and a common residence over time. They are readily recognized by others as a distinguishable entity within a larger aggregate. A family is composed of a small number of individual persons differing in age and / or sex. These individuals interact with each other and are independent. Finally, families have a mutual theme, plus common goals and sustaining activities.

Methods of Measuring Family Member Involvement

The review of the literature reveals that there are two predominant methods used to measure family member involvement in the decision process, reputational and experimental observation. The reputational approach is most often used to measure the variables comprising role specialization while experimental techniques are the dominant methods of measuring interaction. Either method could be used to measure either variable, however.

According to the reputational approach, influence is measured either by self report or by the report of some other person intimately acquainted with the family structure. Self-reports are the most common type of data collected in consumer research and have been used to measure a wide array of attitudes, intentions, internal processes or states with Likert scales, verbal protocols, focus groups, diaries, and a host of various pencil and paper measures (Rip, 1979). Although the technique may differ from measure to measure, all of these instruments are merely channels by which the subject communicates data about his experiences to the researcher.

Who participates in the family decision process and the extent of each individual's participation appear to be objective, straight-forward variables which could easily be measured by the self-report method. However, the self-report method does have disadvantages. These become more apparent when measuring more subjective and complex variables such as relative influence.

In using a self-report methodology, respondents are asked to report their perceptions of decision-making processes. Such a procedure can suffer from lapses in memory, particularly if many of the decisions may have been made at a much earlier time. Secondly, it is possible that certain self-report measures may be difficult to comprehend for some respondents or too vague for others. In addition, there is also the possibility of socially desirable response factors (Belch, Belch and Sciglimpaglia, 1979). For example, with respect to conflict resolution, bargaining and persuasion may be seen as less socially desirable strategies, leading to higher reported scores for problem solving.

The adequacy of self report methods of measurement has not been systematically studied. However, the issue of who should be interviewed (Can wives accurately report who exerts influence in various family decisions, or should the husband also be interviewed?) has become the center of some controversy. The extent to which wives can accurately report family member involvement is subject to considerable confusion in the literature. Some researchers stress the similarity between husband and wife responses. Wolgast (1958) found a high level of agreement in husbands' and wives' reports about relative influence in four economic decisions. She concluded that "husbands and wives reflect one another's judgements almost perfectly" (Wolgast, 1958:153). Blood and Wolfe (1960) and Heer (1962) both agreed that there is sufficent evidence to justify the use of wives as the sole respondent in research using a self-report method. Scanzoni (1965) emphasized the inconvenience and cost associated with interviewing more than one respondent per family. He reasoned that the decision to obtain data from both spouses often necessitates a smaller sample, therefore lowering generalizability of results.

The literature also contains studies that point to considerable disagreement between husband and wife in their reporting of purchase influence. Davis and Rigaux (1974) found that responses of husbands and wives were very similar when compared on an aggregate basis but dissimilar on a within-family basis. These results were supported by several researchers including Davis (1970), Granbois and Willett (1970) and Scanzoni (1965). "Spouses have been found to disagree about a wide variety of subjects... the largest discrepancies between husbands and wives seem to occur in their reports about decision making. The percentage of agreement for any given decision rarely exceeds 50%" (Davis 1971:305). It appears that not only do husbands and wives disagree about their influence relative to each other, they also have different perceptions as to the influence of their children. Jenkins (1978) found that in general, husbands perceived their children as being more influential in family decision-making than did wives.

Self-report methods of measurement assume, according to Kenkel (1961), that individuals 1) know the amount of relative influence they have; 2) are willing to admit it to themselves and to others; and 3) are able to recall with accuracy how influence was distributed in some past decision-making session. Davis and Rigaux (1974) felt that these assumptions were undoubtedly questionable.

Wright and Rip (1979) suggested that a respondent must be maximally motivated in order to get an accurate picture in a self-report situation. They propose that four conditions must hold:

1) Subjects do not believe an accurate report will cause embarassment or loss of face in the immediate situations.
2) Subjects do not believe that anyone will use the report in a way detrimental to the subjects or their friends.
3) Subjects do believe that the accuracy of the report will be tested, and that greater accuracy will bring reward (eg. by social approval and enhanced self-esteem).
4) Subjects do believe that their true reactions had been measured somehow so that a

self-insight test would be meaningful.

The second predominant method of measuring family member involvement in the decision process is the experimental observation approach. According to the experimental observation aproach, variables are measured during an experimentally contrived decision making situation. Observation techniques are viewed as a way of overcoming some of the disadvantages of self-report methods as well as providing greater realism to the situation.

Many different experimental observation techniques have been developed. Most of these have been used primarily to study interaction among individuals. One of the most well known of these techniques is the Bales (1950) IPA method which has been used to measure family member involvement in the decision process. Bales measured husband-wife interactions in twelve dimensions: solidarity, tension release, agrees, gives suggestions, gives opinions, gives orientation, asks for orientation, asks for opinon, asks for suggestions, disagrees, shows tension, and shows antagonism.

Strodbeck (1951) was the innovator of another recognized approach, the method of revealed differences. In this approach questions are given to each member separately, responses are compared, and differences are pinpointed. Family members are presented with these differences and asked to explain and resolve the differences. These exchanges are coded by recording the interaction and ascertaining the influence process involved as well as the final outcome. Olson (1969) used this technique to measure family member involvement in consumer decision making.

Since 1970 a great variety of experimental observation techniques have been developed to measure family member involvement. These include techniques where families are observed while trying to solve a puzzle or play a game (Straus & Tallman, 1971), reconstructing a previous event or conversation (Hill & Scanzoni, 1984), or discussing an issue of importance to the family (Notarius & Markman, 1981).

The experimental-observation method also has disadvantages. The stated "realism" of the observational techniques has been criticized for a number of reasons (Heffring,

1979):

1) Public behavior is being viewed and social desirability biases may enter;

2) Many of the situations presented to families have been criticized as being too atypical or unimportant, thus seriously limiting external validity;

3. Olson (1969) found that in the lab context there tends to be more (vs. self reports) disagreement between spouses, less efficiency at decision making, and less emotionality registered;

4) Kenkel (1961)has shown that the sex of the observer greatly influences the participants' behavior. It was indicated that when the observer was a woman, wives tended to take more active and powerful roles.

One way of overcoming some of these methodological deficiencies may be to directly monitor the decision process in the home. Webb (1978) reported a method whereby communications between couples were studied by placing tape recording equipment in the homes of volunteers. For a two-week period the voice sensitive equipment was activated automatically where ever a conversation took place. Coding was done using a scheme similar to that developed earlier for observational methods of family interaction (Bales, 1950).

Such a methodology would combine the advantage of both the survey (self-report) techniques and the experimental-observation techniques, while eliminating and reducing the most frequently recurring problems associated with each: 1) the researcher would not have to decide arbitrarily which decision to research; 2) research would not be restricted to the husband wife dyad; 3) discrepancies among family members in post hoc self-reports of relative influence would not arise; and 4) total as well as relative influence in the decision could be assessed (Webb, 1978).

Several problems with the above method are also apparent. These include: 1) the high percentage of irrelevant data collected (decision-making a small part of all conversation); 2) the potential response bias associated with knowledge that one's

conversations are being recorded; and 3) the method is extremely intrusive, raising the question of its acceptability on ethical grounds (Webb, 1978).

Given the limitations and benefits of each method, it is suggested that further research requires a mixture of both self-report and observational methods (Webb, 1978).

Methodological Problems

Four problem areas were identified by Davis (1976) in research dealing with family member involvement in consumer decisions.

1) Choosing decisions and tasks. Before family member involvement can be measured the relevant universe of decisions and decision related tasks must be determined. Researchers typically select decisions and families on arbitrary grounds and ignore the implications of these choices.

2) Specifying the Relevant Decision-Making Units. The family in most studies of household decision making is in reality just the husband and wife. While critics of consumer behavior research might argue that this is at least an improvement over research that "forces" decisions into an individual framework, this is still an area of conflict. Existing studies have concentrated heavily on measuring the involvement of husband-wife pairs, disregarding all other family members. This reflects the implicit belief that the power of children in family decision-making can be ignored. One study of family member involvement which included more than the conjugal pair was performed by Strodbeck (1958). He investigated relative influence of the father, the mother, and the adolescent son. According to his method of scoring, the power of the son is substantial. Strodbeck's findings suggest that for certain purposes it may be well worthwhile to consider more than just the conjugal power structure.

3) Measuring Involvement. The problems of measuring who is involved in household decisions are embedded in the first two problem areas identified. Also, problems inherent with specific methods of measuring family member involvement are

discussed in the above section, Methods of Measuring FMI.

4) Explaining Variability of Involvement. Researchers have devoted little attention to explaining why, for the same decisions families vary in "who decides". Davis (1976) suggested this variability is due to cultural role expectations and the relative investment each spouse has in a particular decision domain.

Another major problem prevalent in research of family member involvement in the decision process is the scant attention paid to reliability and validity. Burns and Granbois (1977) found that only three studies reported reliability statistics: Moschis and Moore (1979) reported coefficient alpha values while Burns and Granbois (1977) and Davis (1971) reported test-retest correlations. They also reported that validity measures are hardly more prevalent and appear to differ by researcher: for example Davis (1971) and Wilkes (1975) utilized the multitrait-multimethod approach while Burns and Granbois (1977) used the content face validity of their questions, and split sample was used by Cox (1975). In general, the reliability of the scales and the validity of the information obtained in the studies on FMI in the decision process are both largely unknown and subject to question.

B. Satisfaction with the Decision Process

In order for the family consumer decision process to be effective the solution arrived at, or alternative selected, must have acceptance or support of family members (Maier, 1970). Satisfaction with the solution (or product) and satisfaction with the process are major determinants of acceptance, and therefore decision making effectiveness. To date the issue of satisfaction with the decision process has been largely avoided (Klein and Hill, 1979). Family researchers have devoted most of their attention to quality of decision making, rather than acceptance. Consumer researchers emphasize satisfaction with the product or solution. The consequence is that research leaves the issue of satisfaction with the decision process unexplored.

C. Consumer Satisfaction

Theoretical Conceptualizations of Consumer Satisfaction/Dissatisfaction

In recent years several theories have been developed in efforts to account for consumer judgments of satisfaction/dissatisfaction with products and services and to explain the processes through which consumers arrive at such judgments. Out of this body of research has come the widely accepted confirmation/disconfirmation paradigm whereby consumer satisfaction/dissatisfaction is viewed as resulting from a comparison process between expectations and actual or perceived product performance.

Early propositions linking disconfirmed expectations to subsequent consumer satisfaction were advanced by Engel, Kollat, and Blackwell (1968, p. 512-15) and Howard and Sheth (1969, p. 145-50) although little evidence could be cited to support the conclusion that satisfaction increased as the performance/expectation ratio increased. Since that time, further research in the laboratory and in the field have suggested that the satisfaction experience is more complex (Oliver, 1980).

In predicting the effects of discrepancy between expectations and performance of a product, four main theories should be considered:

1) cognitive dissonance (assimilation)
2) contrast
3) generalized negativity
4) assimilation-contrast.

Dissonance or assimilation theory assumes that any discrepancy between expectations and product performance will be minimized or assimilated by the consumer adjusting his perception of the product to be more consistent (less dissonant) with expectations (Anderson, 1973; Olshavsky and Muller, 1972). Contrast theory, on the other hand, assumes that the customer will magnify the difference between the product received and the product expected. For example, if the objective performance of the

product fails to meet expectations, the customer will evaluate the product less favorably than if he had no prior expectations of it. Contrast theory is thus the converse of assimilation theory (Anderson, 1973; Helson, 1964). The generalized negativity theory holds that any discrepancy between expectations and reality results in a generalized negative hedonic state, causing the product to receive a more unfavorable rating than if it had coincided with expectations. Even if the product's performance exceeds the customer's expectations, it will be perceived as less satisfying than its objective performance would justify (Anderson, 1973). The assimilation-contrast approach maintains that there are zones or latitudes of acceptance and rejection in consumer perceptions. If the disparity between expectations and product performance is sufficiently small to fall into the consumer's latitude of acceptance, he will tend to assimilate the difference by rating the product more in line with expectations than its objective performance justifies. If the discrepancy between expectations and actual product performance is so large that it falls into the zone of rejection, then a contrast effect comes into play and the consumer magnifies the perceived disparity between the product and his expectations for it (Anderson, 1973; Olson & Dover, 1976).

Oliver (1980) and Latour and Peat (1979) also developed theories linking disconfirmed expectations to consumer satisfaction. In both theories it is proposed that there is an adaptation level (Oliver, 1980) or comparison level (Latour & Peat, 1979) which becomes a standard against which the product is judged. This adaptation, or comparison, level is a function of several factors including prior experience, past experience, other's experiences, manufacturer's reputation and advertising.

The framework for Oliver's (1980) study was derived from the work of Howard and Sheth (1969) and was supported by several studies, including Oliver and Linda (1981) and Swan and Trawick (1981). Latour and Peat (1979) used Thibaut and Kelley's (1959) comparison level theory as a framework and has been supported in studies by LaBarera and Mazursky (1983) and Swan and Martin (1981).

Although Westbrook (1980) agreed with the dominant paradigm whereby consumer satisfaction / dissatisfaction is viewed as resulting from a comparison of expectation and perceptions of product performance, he felt that this view is limited in that it neglects other interpersonal influences on satisfaction / dissatisfaction, such as affective states and generalized attitudes. Westbrook postulated consumers' satisfaction with products to be a function of (1) the extent to which product outcomes and experiences meet or exceed consumers' expectations, (2) the presence of affect from relatively enduring affective predispositions and attitudinal structures that are generalized as well as specific to the domain of comsumption and (3) the presence of transient affective states or moods coincidental with satisfaction assessment.

A two-factor theory of consumer satisfaction was used by Swan and Combs (1976) and Maddox (1981). These studies were based on Herzberg's two-factor theory, which holds that satisfaction and dissatisfaction are two separate unrelated constructs, as a framework. As the two-factor theory assumes that the constructs are unrelated, one's level of satisfaction is independent of the level of dissatisfaction and a consumer may simultaneously be very satisfied and very dissatisfied.

Swan and Combs' (1976) study of consumer satisfaction suggests that satisfaction and dissatisfaction are linked to qualitatively different kinds of outcomes. Satisfaction is associated with expressive outcomes while dissatisfaction is associated with instrumental outcomes. These outcomes form a hierarchy such that instrumental requirements must be satisfied before satisfaction can occur. Swan and Combs postulated that instrumental performance is a necessary, but not sufficient, condition for satisfaction. Thus satisfaction and dissatisfaction are not independant of each other.

The Swan and Combs (1976) study was replicated by Maddox in 1981. This study supported the findings of Swan and Combs (1976) that satisfaction and dissatisfaction are not independent but are related in a hierarchial manner. Leavitt (1977) also did research in which a two-factor model of consumer satisfaction was tested. Neither study supported

this type of conceptualization of the constructs of consumer satisfaction / dissatisfaction.

All of the theories of consumer satisfaction / dissatisfaction reviewed in this section have been used in recent studies. Although no one theory has been agreed upon as correct or comprehensive, there is general agreement that there is a relationship between consumer satisfaction and confirmation of expectations.

Determinants of Consumer Satisfaction / Dissatisfaction

Many studies have been done in recent years to try to determine those factors which influence the degree of satisfaction / dissatisfaction felt by consumers in relation to products or services. The determinants of satisfaction identified in the literature can be grouped into five categories:

1) Factors associated with prepurchase attitudes or expectations,
2) Factors associated with the type of product,
3) Factors associated with the purchase process,
4) Personal Factors, and
5) Situational or circumstantial factors.

Factors Associated with Prepurchase Attitudes or Expectations

A majority of the research studying the determinants of satisfaction have used some variation of the disconfirmation paradigm which holds that satisfaction is related to the size and direction of the disconfirmation experience. An individual's expectations are confirmed when a product performs as expected, negatively disconfirmed when the product performs more poorly than expected resulting in dissatisfaction, and positively disconfirmed when the product performs better than expected resulting in satisfaction (Churchill and Surprenant, 1982).

Expectations are created and can be influenced by (1) the product itself including one's prior experience, brand connotations, and symbolic elements, (2) the context, including the content of communication from salespeople and social referents, and (3) individual characteristics including persuasibility and perceptual distortion (Oliver, 1980).

LaTour and Peat (1980) studied the effects of prior experience, manufacturer-induced expectations and other consumers' experiences on perceived attribute levels and satisfaction. They found that prior experience is the major determinant of consumer satisfaction. They also found no effects of manufacturer-induced expectations. While this does not rule out the possibility of effects of manufacturer-induced expectations, it would suggest that consumers might give this information less weight when there is relevant past experience and information about other consumers' experiences (LaTour & Peat, 1980).

Wotruba and Duncan (1975) stated that expectations are being influenced by technical development. They postulated that technological developments witnessed in space might entice consumers to demand better and more complex products. They felt that consumer expectations of product performance were rising more rapidly than actual product performance was advancing. Wotruba and Duncan also felt that expectations were influenced by advertising. They postulated that unmet expectations are a result of advertising promising more than can be delivered and found that problems with fulfillment of expectations induced by consumer promotions are a major source of consumer dissatisfaction. Gronhaug and Arndt (1979) also suggested that advertising and other commercial stimuli may result in increased expectations, thus increasing the probability of dissatisfaction. Expectations themselves can be broken down into three categories:

1) expectations about the attributes of the product;
2) expectations about the costs and efforts which will be expended in obtaining the direct benefits of the product or service; and,

3) expectations of social approval or other derived benefits or costs resulting from the purchase (Day, 1977).

Swan and Combs (1976) found strong support for the hypothesis that satisfaction is associated with performance that fulfills expectations, while dissatisfaction occurs when performance expectations are not fulfilled.

Factors Associated with the Type of Product

Several studies have found that factors associated with the type of product also influenced satisfaction. Churchill and Surprenant (1982) tested the effects of perceived expectations, performance evaluations, and disconfirmation on satisfaction for two types of products, a durable and nondurable good. The results suggested the effects are different for the two types of products. For the nondurable good the relationships are as typically hypothesized. (If expectations are exceeded by product performance, satisfaction will result but if expectations exceed product performance, dissatisfaction is the outcome.) The results for the durable good are different in important respects. First, neither the disconfirmation experience nor subjects' initial expectations affected subjects' satisfaction with the product. Rather, their satisfaction was influenced by the performance of the durable good. Expectations did combine with performance to affect disconfirmation, though the magnitude of the disconfirmation experience did not translate into a significant impact on satisfaction.

Oliver's (1980) study on the role of product-involvement in satisfaction processes supports this view. Oliver (1980) found that when purchasing a high involvement product, one's sensitivity to pre-usage phenomena is decreased, while low involvement causes the general tone of pre-usage affect (attitude) to influence post usage evaluations. Lehman, O'Brien, Fadley and Howard (1974) also suggested that the importance of the purchase to the consumer may be one of the variables that affect satisfaction.

The technological complexity of the product may also affect post purchase evaluation due to the fact that the average consumer is less likely to make an accurate assessment of the product's characteristics and suitability before purchasing it (Morris and Reeson, 1978).

There are several other factors which can contribute to the complexity of the consumer's evaluation of products. The product may be used over a long period of time so that the evaluation process is more or less continuous and the consumer's feeling about the product may vary over time (Day 1977). If the product is complex and involves many different features, some attributes may be satisfactory while others may be unsatisfactory (Day 1977). Also, when products are used in common with other members of the household the individual's evaluation may be colored by his interaction with other users (Grieve, 1983). This factor may be particularly important in this study.

Factors Associated with the Purchase Process

Factors associated with the purchase process were also found to influence satisfaction. Cardozo (1965) found that not only expectations but also effort expended influenced the degree of satisfaction. Customer effort includes the physical, mental and financial resources expended to obtain a product (Cardozo, 1965). Cardozo found that when subjects expended little effort, those who received a product less valuable than they expected rated it much less favorably than did those subjects whose expectations were confirmed. When subjects expended high effort, those who received a product less valuable than expected also rated the product less favorable than those subjects whose expectations were confirmed. (The effect of negative disconfirmation in both cases was to produce a less favorable reaction.) As effort increased, however, the difference between high and low ratings of the product decreased. The expenditure of greater effort appeared to moderate the effect of negative disconfirmation of expectations. Since both effort and confirmation or disconfirmation of expectation affect evaluation, satisfaction

may depend not only upon the product itself but also upon the process leading to the purchase of the product (Cardozo, 1965).

Czepiel, Rosenberg and Akerele (1975) also postulated that consumer satisfaction was influenced by the decision process. They hypothesized that, in addition to expectations and product related factors, consumer satisfaction is probably a function of motivations, perceptions, effort expended, aspirations of the consumer and availability of alternatives, all of which are involved in the consumer decision process.

Sproles, Geistfeld and Badenhop (1980) concluded that a consumer was more efficient in the purchase decision process with greater use of information. The more informational cues the consumer obtains or receives, the greater the probability of an efficient or best product choice.

Cox, Granbois and Summers (1983) studied the effect of search on satisfaction among buyers of durable products. It was hypothesized that purchasers whose search process included more stores and brands would be more certain at the time of purchase that the brand selected was the most appropriate for their needs and would be more satisfied later with the performance of the item. However, this hypothesis was only partially supported. While correlations between search and certainty were significant, the correlation between search and satisfaction was not.

Personal Factors

Interpersonal or individual factors can also have an effect on one's level of satisfaction. Westbrook (1980) hypothesized that satisfaction with products is influenced by the presence or absence of relatively enduring affective predispositions and attitudinal structures (ie. optimism, pessimism, life satisfaction and consumer discontent) and the presence or absence of transient affective states or moods coincidental with satisfaction assessment. Westbrook (1980) found that neither optimism, pessimism nor moods were significantly related to satisfaction. Support was found for the relationship between

overall life satisfaction and consumer discontent and satisfaction but this was found to vary by product category.

Hughes (1977) found that there are segments of the population which, on the one hand, are very satisfaction-prone. They are easily satisfied and give high ratings to every purchase. On the other hand, there are segments which are dissatisfaction prone. They are difficult to satisfy and will invariably give low ratings to many purchases. It is probably that these segments are the result of interpersonal influences.

Day (1977) proposed individual factors such as depth of experience as a consumer, degree of personal involvement in the consumption experience, and propensity to be critical, as variables for explaining individual differences in evaluative reactions to consumption experiences.

Situational or Circumstantial Factors

Finally, situational or circumstantial factors have also been linked to post purchase evaluation and satisfaction. Day (1977) suggested several situational or circumstantial factors which consumers evaluate and to which they react:

1) prepurchase circumstances such as advertising, displays, sales presentations;
2) purchase circumstances including out-of-stock situations, refusal to extent credit or cash a cheque;
3) problems with delivery and installation;
4) warranty problems; and
5) problems with credit and collection.

Diamond , Ward, and Faber (1976) agreed that situational factors can affect post purchase evaluation and have the potential to lead to consumer discontent and dissatisfaction.

Measurement of Consumer Satisfaction/Dissatisfaction

Day (1977) saw no difficulty in the measurement of consumer satisfaction/dissatisfaction.

> "I see no insurmountable difficulties in measuring an individual's satisfaction or dissatisfaction with the overall outcome of a specific recent personal consumption experience. It merely requires the individual to report his own personal feelings about some specific personal experience. The consumer judges his experience by his own criteria and at the most basic level decides only whether his reaction to the experience was favorable, indifferent, or unfavorable. Any further subdivision of the degree of satisfaction or dissatisfaction would again be based on the rater's own standards" (Day, 1977, pg. 177).

Not all researchers, however, agree with this view. Many researchers feel that consumer satisfaction/dissatisfaction is a complex subject matter and may be difficult to measure (Hunt, 1977). Consumer satisfaction is a complex, relatively individual subjective evaluation of a life experience. Like other attitudinal and cognitive concepts, it is elusive and difficult to quantify and predict. Pfaff (1977), however, felt that in spite of the problems of measurement and the often difficult issues arising in the construction of indicators, it appears that the measurement of consumer satisfaction is in principle and in practice feasible.

Problems Associated with the Measurement of Consumer Satisfaction/Dissatisfaction

Woodruff, Cadotte and Jenkins (1983) found that a major problem with measurement of consumer satisfaction/disatisfaction was that it is not always clear exactly what constructs the scales are measuring. Are they alternative measures for

confirmation / disconfirmation, or are they measuring the emotional response to confirmation / disconfirmation? It appears that researchers are finding high correlations between satisfaction scales and performance rating scales (Churchill and Surprenant, 1982; Swan and Trawick, 1981). Also, some researchers are using scales which express emotion toward a brand (Churchill and Suprenant, 1982) whereas others are using scales which express emotion toward the consumption experience (Oliver, 1980). Woodruff, Cadotte and Jenkins (1983) suggest that the latter is a more appropriate form for measuring satisfaction.

Another problem is recognized when dealing with joint consumption products. In the case of joint consumption products, one is faced with the difficulty of isolating each individual's evaluation and determining the importance on weighting of each individual's evaluation in the overall satisfaction level (Hunt, 1977).

Eight major problem areas or issues which arise in the measurement of consumer satisfaction / dissatisfaction have been identified by Pfaff (1977).

1) The choice of the appropriate performance measure;
2) the choice of the appropriate paradigm or measurement model;
3) the choice of the appropriate perspective for measuring performance;
4) the choice of the appropriate form for representing the problem under investigation;
5) the choice of the appropriate scale;
6) the choice of an appropriate set of weights;
7) the choice of the appropriate rule (algorithm) for aggregation; and
8) the choice of appropriate bench-mark values of indicators (norms or standards).

Each of these areas must be considered in order to accurately measure consumer satisfaction / dissatisfaction (Pfaff, 1977).

Methods of Measurement of Consumer Satisfaction / Dissatisfaction

Typically, measurements of satisfaction with products / services and retailers are based on direct subjective estimation by the consumer of the intensity or frequency of overall satisfaction experienced (Westbrook and Oliver, 1980). However, researchers disagree as to the suitability of this type of measurement.

Pfaff (1977) recognized the advantage of a subjective measure. Subjective indicators of the quality of consumption represent the world as seen through the eyes of consumers themselves. Presumably they are the best judges of their own experiences. Subjective measures of the quality of life, of which consumer satisfaction is a major component, are, therefore, likely to be reflective of the phenomena one attempts to assess (Pfaff, 1977).

Andreasen (1977), however, pointed out several problems with subjective measures of consumer satisfaction. There is great potential for measurement and response bias. The consumer's level of satisfaction can change depending on question wording, respondent moods and other factors . As affective states, they may be unreliable due to the influence of situational factors. There may be significant aggregation problems in that, what one consumer means by "somewhat satisfied" may not be the same as what another means by the same term.

Westbrook and Oliver (1980) reported that most often, simple, single-item rating scales are employed to measure consumer satisfaction / dissatisfaction. There has been little uniformity in the number of scale steps used or the nature of verbal anchorings, however. They range from 3-point fully labelled rating scales to 10 - and 11-point scales labelled only at the extremes and midpoint. Comprehensive measure comparisons are rarely undertaken, and investigators seldom report the reliability, much less the validity, of their measures (Westbrook and Oliver, 1980).

Hawes and Arndt (1979) questioned the utility of a single global indicant of consumer satisfaction with a particular product. The multiple measure approach to

determine benefits of satisfaction appears to hold greater promise. Westbrook and Oliver (1980) reported that multi-item rating scale measures of product / service / retailer satisfaction have found application infrequently, despite their potential to reduce measurement error. Multi-item measures based on satisfaction rating for individual attributes have most likely been avoided because of uncertainty as to the functional form in which the measures should be combined into overall satisfaction judgements. However, it has been used with success in research on consumer satisfaction by Grieve (1983).

In searching for more comprehensive measures of consumer satisfaction Westbrook and Oliver (1980) suggested that selected satisfaction measures from parallel disciplines may have merits as indicators of the level of consumer satisfaction. They also provided much needed evidence as to the validity of satisfaction measures for products and services.

Westbrook and Oliver (1980) also suggested that it may be helpful to combine explicit rating scale methods with less structured methods of measurement, such as those based upon open ended questions. This may provide considerably deeper insight into the meaning of consumers' evaluation and sentiments. Andreasen (1977) has indicated that consistently lower estimates of satisfaction are obtained from free-response data.

In summary, though several tools have been developed to measure consumer satisfaction / dissatisfaction researchers have not been able to agree on the most appropriate method to use for the measurement of this construct. Most researchers of consumer satisfaction / dissatisfaction agree that further research is needed on this issue (Woodruff, Cadotte and Jenkins, 1983; Westbrook and Oliver, 1980; Pfaff, 1977).

IV. METHODOLOGY

The first objective of this study was to develop a methodology for measuring family member involvement in the consumer decision process. This chapter outlines the development of this methodology including methods of data collection, a description of the instruments used and the process of data analysis.

A. Participating Families

The sample consisted of four couples who were planning to make a major household purchase in April or May 1985. Information about the study was sent to community groups throughout the city of Edmonton with an attached form to be completed if a couple was interested in learning more about the study (Appendix B). A notice was placed in the Folio, a university publication, and in the Edmonton Examiner, a small city newspaper, seeking couples interested in participating in the study.

Couples willing to participate in the study were given a full explanation of what would be expected of them during the study and were asked to sign a consent form (Appendix C). They were then asked to evaluate their decision making ability and to complete the FACES questionnaire (Olson, McCubbin, Barnes, Larson, Muxon & Wilson, 1982) which was used to test family interaction, before being accepted into the study. Each couple was given a small honorarium for participating in the study.

B. Collection of Data

A multimethod approach was utilized to gather information about family decision making. A combination of a diary and an observational technique was used to try to capture a complete profile of each family's decision process during the purchase of a major household item.

An initial interview / observation focused on the problem recognition and goal restatement and formulation stages of the decision process. This encounter also helped to

determine what stage in the decision process the family was at upon entering the study. Further interviews focused on the search and alternative evaluation stages and on selection / intention and purchase stages. The diaries were used to determine approximately when the family entered each of the stages and, except for the initial interview, all episodes which were reconstructed in the interviews were taken from the diaries.

Following the purchase of the item , or a decision not to purchase, both spouses were asked to complete a questionnaire which measured the couple's satisfaction with the product purchased, where applicable, and their satisfaction with the decision process. Upon completion of the study each family was debriefed. The participants were given a brief summary of the study and a descriptive profile of their family's decision process. It was emphasized that this was not an evaluation. Couples were then asked if they had any questions or concerns related to the profiles.

C. Description of Instruments

Preliminary Questionnaire

The preliminary questionnaire (Appendix D) covered three areas: demographic information, assessment of family decision making skills, and an assessment of family health.

The demographic items included age, sex, number of years married, whether married before, ages and sex of children, educational level and family income, The assessment of decision making skills included a personal assessment, an assessment of spouse and an assessment of the family as a group. It also included an assessment of general satisfaction with the family's decision making skills.

The instrument utilized to assess family interaction was the Couples Form of FACES II (Family Adaptability and Cohesion Evaluation Scale). The development of the

instrument was based on the circumplex model of family functioning (Olson et al., 1982). The circumplex model incorporates two dimensions of behavior - family cohesion and family adaptability. Family cohesion was defined as the emotional bonding of family members to one another. Families may fall into four levels of cohesion: disengaged, separated, connected or enmeshed. Family adaptability was defined as the ability of the group to change in response to stress. Families may be ranked as rigid, structured, flexible or chaotic. It is hypothesized that the central levels of cohesion (separated and connected) and adaptability (structured and flexible) are the most condusive to healthy family functioning.

Diary

The diary technique was selected in order to allow families to document all activities and discussions related to the decision process. The diary consisted of a two page form which was to be completed daily (Appendix E). Each form included five prompting questions. This format was selected over a purely open-ended technique to facilitate comparisons between reports of individual family members and for ease of coding. Each participant was given a convenient folder which contained sufficient diary sheets for one week plus a one page instruction sheet (Appendix F). Diary sheets were picked up and delivered weekly. The participants were also contacted once a week to arrange a pick up time and to answer any questions. It is felt that this twice weekly contact acted as incentive for the participants to keep their diaries up to date. The diaries were coded using a technique based on Kieren (1984).

Observation

The technique used to observe the couples during the decision process was based on Hill and Scanzoni's (1982) approach for assessing marital decision-making processes. This approach was slightly modified to better suit the consumer decision process.

The participating couples were asked to reconstruct actual conversations or situations they had experienced in relation to the decision process that had been mentioned in the diaries. This was done with the help of an interviewer (See Appendix G for interview protocol). The interactions were recorded and coded. At the end of each interview each spouse separately completed a six-item questionnaire about the episode the couple had just reconstructed (Appendix H).

This method of observation was chosen for several reasons. The Hill and Scanzoni (1982) technique appeared to best fit the requirements of this research. The purpose of this technique is to measure marital decision-making "processes". This emphasis on process rather than final say is congruent with the conceptual framework of this research. This technique need only be modified slightly to deal specifically with consumer decision-making. Also,the conversations being recorded are specific to the consumer decision being studied. This allows examination of process and content variables as well as interaction. Although these variables have not been examined in this study this allows for expansion of the number of variables which may be included in future research in consumer decision making using this methodology.

Questionnaire - Satisfaction

Following the actual purchase of the product each spouse was asked to complete a twenty-three item questionnaire covering satisfaction with the product purchased and satisfaction with the decision process (Appendix I). The first ten items dealt with satisfaction with the product and were adapted from an instrument developed by Grieve (1983). The following thirteen items dealt with satisfaction with the decision process. These include decision process variables as well as family member involvement variables. All questions are answered on a five-point Likert type scale.

D. Analysis of Data

The objective of the data analysis was to use descriptive techniques to create detailed profiles of each family's consumer decision process. These descriptive techniques capitalize on the rich data available from the diaries and interview / observation sessions.

The diary data were subjected to a content analysis. Each individual s diary entries were examined and coded independently by two coders using diary code sheets (Appendix J). The two coders then worked together to reach consensus on entries where a descrepancy had occurred between the coders. The codes were then summarized on diary summary sheets (Appendix K).

The diary code sheets were adapted from those used by Kieren (1982) but were revised to assess the variables specifically related to this study. The diary analysis categories were designed to answer the following questions:

1) What type of situations occur on a daily basis in the family consumer decision process?
2) At what stage in the process do these situations occur?
3) Who are the participants?
4) What are the outcomes of these situations?

A diary summary sheet was developed which addressed the following aspects of the family consumer decision process:

1) The number of episodes reported by each family member.
2) The number of each type of episode reported (discussion, activity, other).
3) The number of episodes which occured at each stage of the decision process by type.
4) The frequency of reported outcomes, both objective and subjective, by type and stage of the decision process.

The interview / observation data were collected and analyzed following a system developed by Hill and Scanzoni (1982) which included coding the data using the interactional analysis technique developed by Raush et al (1974).

All audiotapes were transcribed and the transcipts were cleaned before coding. The transcripts were then coded according to the instructions in the Coder Guide provided upon request by Dr. Scanzoni (Appendix L). When using the interactional analysis coding technique the coders followed the instructions provided in Raush et al (1974:214-233). All transcripts were coded independently by two coders. The coders then met and reached consensus on the areas of descrepancy between the two. The interaction codes were combined into five summary codes:

1) Gives information, suggestion or reason for a course of action.
2) Asks for information or suggestions.
3) Agrees.
4) Disagrees.
5) Other.

Frequencies and percentage of total codes were then calculated. Due to the limited amount of data sequential analysis of interaction codes was not feasible. However, it is thought that with a larger amount of data this type of analysis might yield valuable information about the interactional patterns of the participants.

Hill and Scanzoni's (1982) process power scores were used as a indication of influence amoung family members. Process power was defined as "the ability to make changes. It is the relative ability partners to shift the position of the other or to move the decision-making process toward resolution" (Arnett & Scanzoni, 1984). This definition is consistent with the definition of influence used in this study.

Process power is coded using the "response of other" to a partner's previous statement. A response of "yes" by one partner indicates that the spouse has gained all of what they wanted. A response of "yes, but" or "no, but" indicates partial gain. A response

of "no" indicates no gain. The responses are coded numerically according to Hill and Scanzoni (1982) and added together resulting in process power scores for each partner. The more similar the partners scores, the more evenly influence is distributed. A large descrepancy between the scores indicated an uneven distribution of influence. The partner with the higher scores is said to have greater influence.

The data obtained from the post interview questionnaires and the final questionnaire related to satisfaction were examined and used as raw data to help develop descriptive profiles of the decision process of each family.

E. Operational Definitions of Variables

This sections contains operational definitions of the variables examined in this study.

Role Specialization is operationally defined as the frequency and extent of the participation of each spouse at each stage of the decision process as reported by both partners in the diaries.

Influence is operationally defined as a three part measure including the couple's process power scores , the subjective outcomes of each episode as reported in the diary by both partners and the participants responses to questions 2, 3, 4 and 5 in the post interview questionnaire.

Amount of Interaction is operationally defined as the frequency of discussions between partners at each stage of the decision process as reported in the diary.

Type of Interaction is operationally defined as the frequency of "disagree" and "agree" interaction summary codes at each stage of the decision process.

Satisfaction with the Decision Process is operationally defined as the participants responses to the questions in "Part A" of the final questionnaire.

Satisfaction with the Product is operationally defined as the participants responses to the questions in "Part B" and "Part C" of the final questionnaire.

V. RESULTS

This chapter consists of descriptive profiles of each of the families who participated in the study. These profiles utilize questionnaire, diary and interview / observational data. The profiles will provide a detailed picture of each family's consumer decision process for a major household product.

A. Family 01

The consumer purchase under study with Family 01 was the purchase of draperies for the livingroom . Family 01 consisted of a couple who had been living together for several months and who married during the course of the study. Both had high levels of education, a university degree or higher. Both partners worked outside the home. The family's annual income was approximately $30,000. Both partners rated the decision making skills of themselves and their partners as very good on a five-point scale ranging from poor to excellent. The male rated the decision making skills of the family as a group as "excellent" while the female rated them as "very good". Both were "very happy" with the decisions the family makes that affect them. Overall, assessment of individual and family decison making skills was very positive. Both partners felt good about their own skills as well as those of their mate.

Family 01 kept a diary for 15 days with the husband reporting five episodes and the wife reporting seven episodes. The wife reported two episodes of search and alternative evaluation that she alone was engaged in that were not reported by the husband. All other episodes were reported similarly by husband and wife.

Family 01 had only two interview / observation sessions. This was due to the speed with which they made their purchase. The first interview dealt with search and alternative evaluation while the second focused on alternative evaluation, selection / intention and purchase.

Role Specialization

Both partners reported a high degree of joint participation in the decision process with the greatest amount of participation at the search stage. The wife reported herself as participating more than her husband in activities related to the search and alternative evaluation stages while the husband reported equal participation at all stages of the decision process except post purchase evaluation (Figure 4). This descrepancy may be due to the fact that the husband was not aware of his wife's search and alternative evaluation activities. From the diaries it appears that the stages of search and alternative evaluation were wife dominant while the stages of selection / intention and purchase were characterized by joint participation.

Influence

It is difficult to determine the distribution of influence in family 01. Both partners reported satisfaction with all activities and discussions reported in the diaries. Also, in post interview questionnaires both partners reported that they had gained all of what they wanted at the beginning of the discussion, that they felt the situation was completely fair and that they were in total agreement.

Another indicator of influence is the total process power score for each partner (Table 1). In family 01 there was very little difference in the process power scores of the husband and the wife. Therefore, it appears that influence was distributed fairly evenly between both partners during the decision process.

Table 1
Process Power Scores - Family 01

	male	female
Interview 1	16	13
Interview 2	5	6
Interview 3	-	
Total	21	19

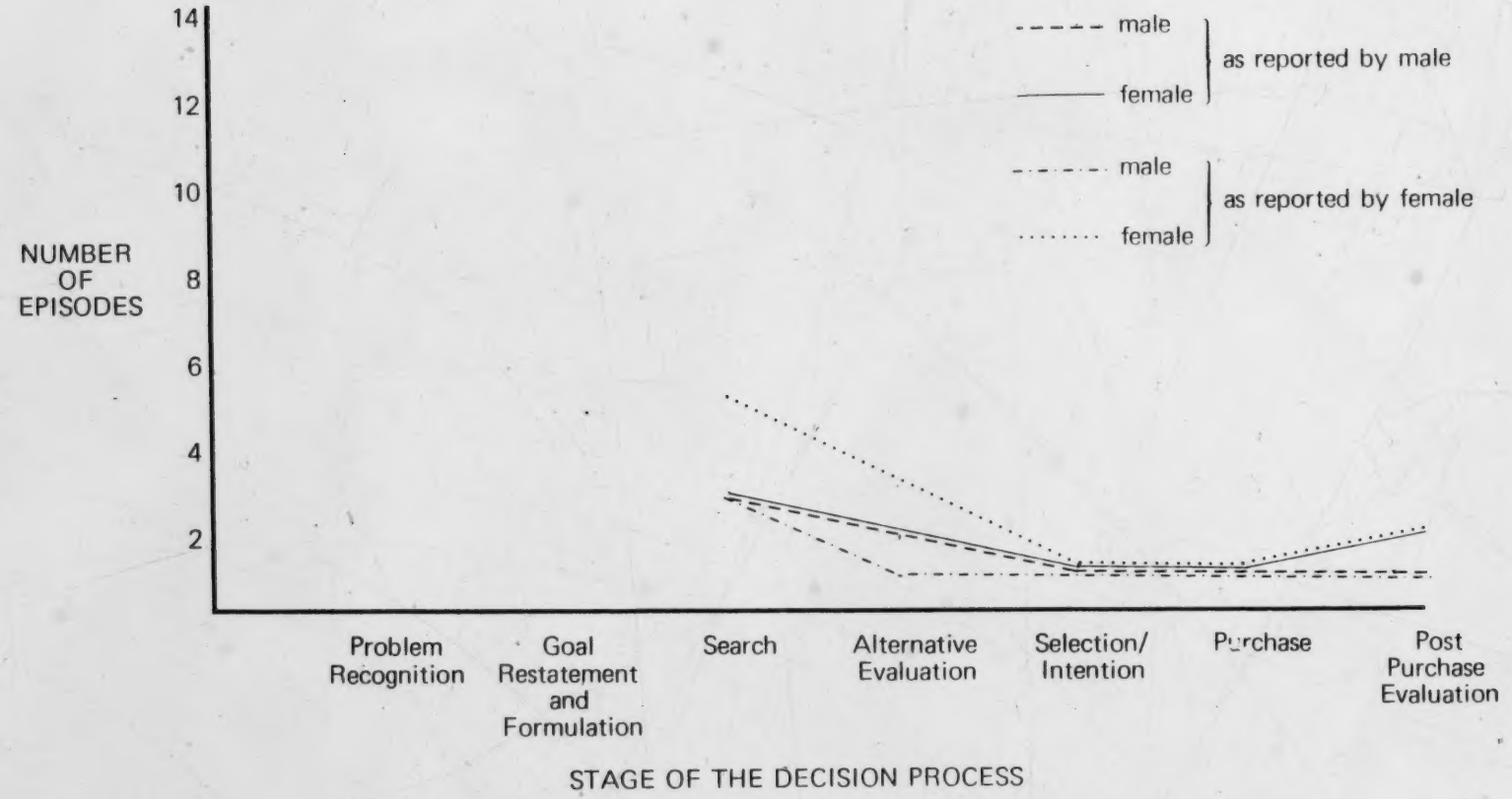

Figure 4
Participation by Stage — Family 01

Interaction

The amount of interaction reported in the diary was the same for both partners with both reporting three discussions (Figure 5). Both partners reported that all three discussions focused on some elements of the search stage while only one discussion focused on elements of selection / intention and purchase. The husband reported two discussions including alternative evaluation while the wife reported only one. It appears that the amount of interaction was highest in the search stage, decreasing in the alternative evaluation stage, and further decreasing in the selection / intention and purchase stages.

Both partners reported consensus in all discussions entered in the diaries. Both also reported total agreement in all post interview questionnaires. In the interview / observation transcripts there were no "disagree" codes in interview 1 and only one in interview 2 (Figure 6). "Disagree" codes constitute only 1.5% of total codes while "agree" codes constitute 14.5% of total codes. Conflict was almost nonexistent in family 01's decision process.

Satisfaction

Both partners reported that they were "very satisfied" with every aspect of the purchased product except ease of cleaning, which both reported was not applicable. Both reported that they were "very sure" they had chosen the best product for their needs and both "strongly agreed" that they would recommend the product and the retailer to a friend. The only difference between husband and wife in satisfaction with the product was in the area of how well the product measured up to expectations. The wife reported that when the product was compared to her expectations the product was "much greater than she expected" (5 on a 5-point scale). The husband rated the product as a "3" on the 5-point scale which indicated that the product was about what he expected.

When assessing satisfaction with the decision process both partners reported that they were "very satisfied" with every aspect of the decision process. It appears that Family

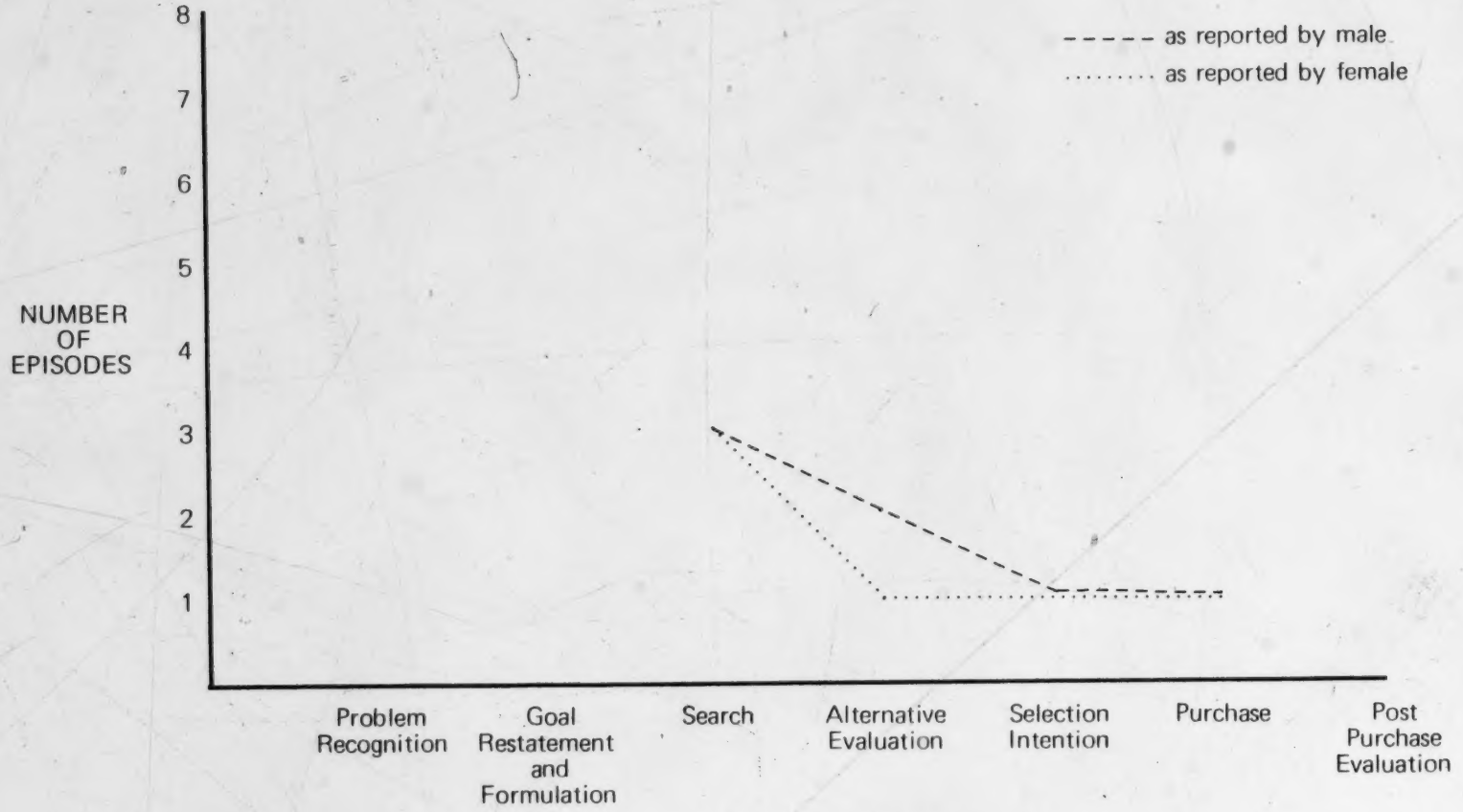

Figure 5
Interaction by Stage – Family 01

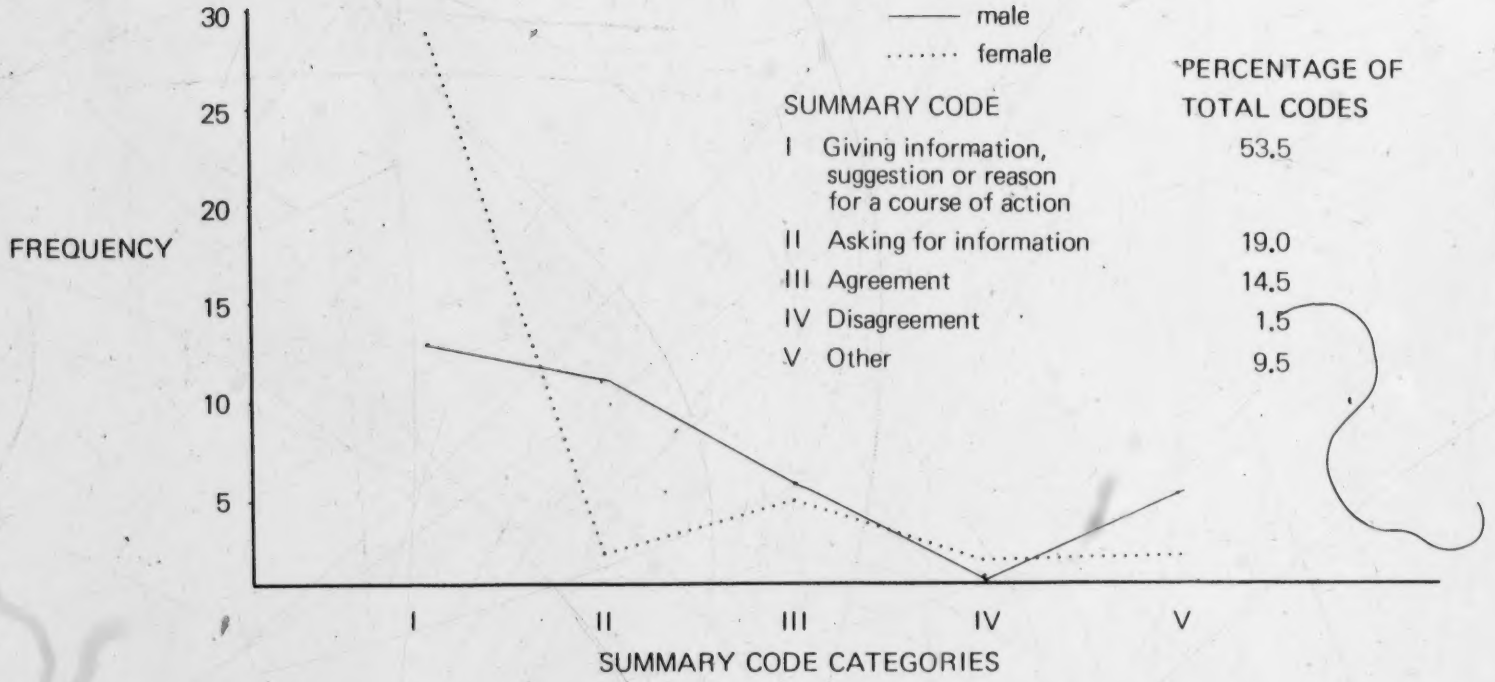

Figure 6
Frequencies of Interaction Summary Code Categories by Sex
Family 01

01 was completely satisfied with the product they purchased and with the consumer decision process.

B. Family 02

The consumer purchase under study with family 02 was the purchase of carpeting. Family 02 consisted of a couple who had been married for six years and had two children, aged three years and one and one half years. Both partners had a university degree. The wife did not work outside the home. The family's annual income was approximately $45,000. Both partners rated their own decision making skills as "average". The husband also rated his wife's decision making skills as "average" while the wife rated the husband's as "very good". Both partners rated the family's decision making skills as "very good" and reported that they were "happy" with the decisions the family makes that affect them. Overall, the assessment of individual and family decision making skills was positive.

Family 02 did not complete the study. Before leaving the study family 02 kept a diary for fifty days with the husband reporting eight episodes and the wife reporting ten. Both husband and wife reported seven episodes in which both partners were involved. Family 02 had only two interview / observation sessions both of which focused on the stages of search and alternative evaluation.

Role Specialization

Both partners reported a high degree of joint participation in the decision process with the greatest amount of participation at the stages of search and alternative evaluation (Figure 7). The husband reported joint participation in all but one episode while the wife reported three search activities, one of which included alternative evaluation, in which the husband did not participate. From the diary reports it appears that most of the decision process was characterized by joint participation, syncratic decision making, but that the search stage was wife dominant.

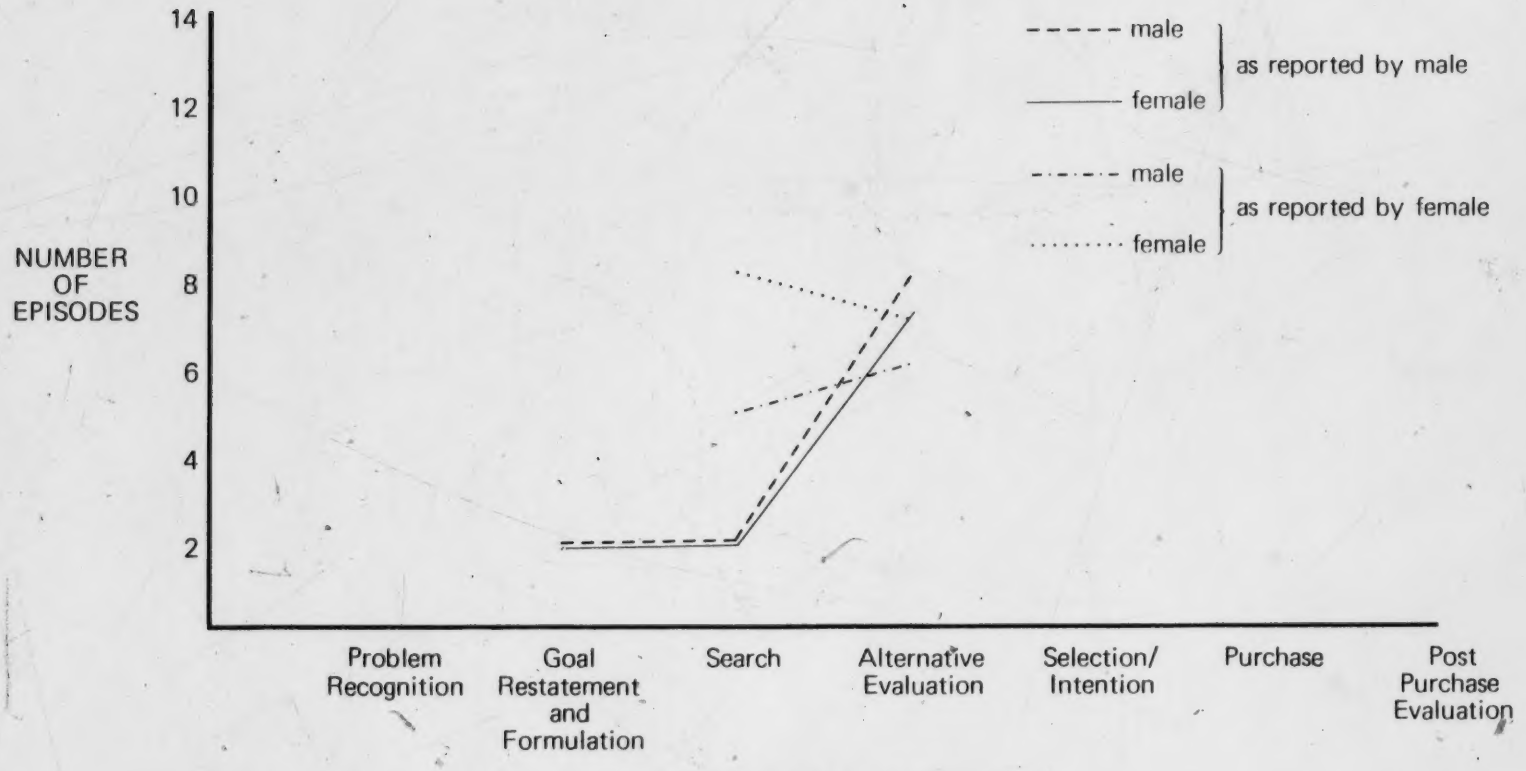

Figure 7
Participation by Stage – Family 02

Influence

In the first post interview questionnaire, when asked how much each thought they had gained, the husband indicated that he had gained "5" on a ten-point scale and that his partner had also gained "5". The wife indicted that she felt she had gained "6" on a ten-point scale while her husband had gained "10", "all of what he wanted". In the second post interview questionnaire the husband reported that he felt he had gained "8" while his partner had gained "7". The wife reported that she felt that both she and her partner had gained "5" on a ten-point scale.

When asked how fair they thought the situation was the husband indicated a "5" and a "6" on a ten-point scale ranging from "completely unfair" (1) to "completely fair" (10), while the wife indicated a "2" and a "10".

Both partners reported "satisfaction" with most of the episodes reported in the diaries. However, the husband did report "resignation" with one episode and the wife reported "resignation" with two episodes. This resignation was mainly due to the realization that the purchase and installation of the carpet was going to take more time, money and energy than expected.

The process power scores (Table 2) indicate a fairly even distribution of influence between the husband and wife during the decision process. This appears to be supported by the diary and questionnaire data.

Table 2
Process Power Scores - Family 02

	male	female
Interview 1	6	5
Interview 2	23	26
Interview 3	-	-
Total	29	31

Interaction

The amount of reported interaction between husband and wife was the same for both partners. Both partners reported seven discussions between husband and wife. The husband reported three discussions which involved people outside the family while the wife reported two. The husband reported that two of the discussions focused on some elements of goal restatement and formulation while the wife did not report any discussions related to this stage in the decision process (Figure 8). The husband reported two discussions which focused on the search stage and six which focused on the alternative evaluation stage while the wife reported five discussions which focused on the search stage and seven which focused on the alternative evaluation stage. Therefore, it appears that the alternative evaluation stage was characterized by the most interaction followed by the search stage. Less interaction was reported at the goal restatement and formulation stage.

Neither partner reported "disagree" as the outcome of any of the discussions reported in the diaries nor in post interview questionnaires. Only 4.5% of the interaction codes (Figure 9) from the interview transcripts were "disagree" codes while 18.5% were "agree' codes. Therefore, it appears that very little conflict was present in the decision process.

Satisfaction

There were no measures of satisfaction with the product or with the decision process due to the fact that family 02 did not complete the study.

C. Family 03

The consumer purchase under study with family 03 was the purchase of a microwave oven. Family 03 consisted of a couple who had been married for three years and had an eight month old son. Both husband and wife had completed high school and the

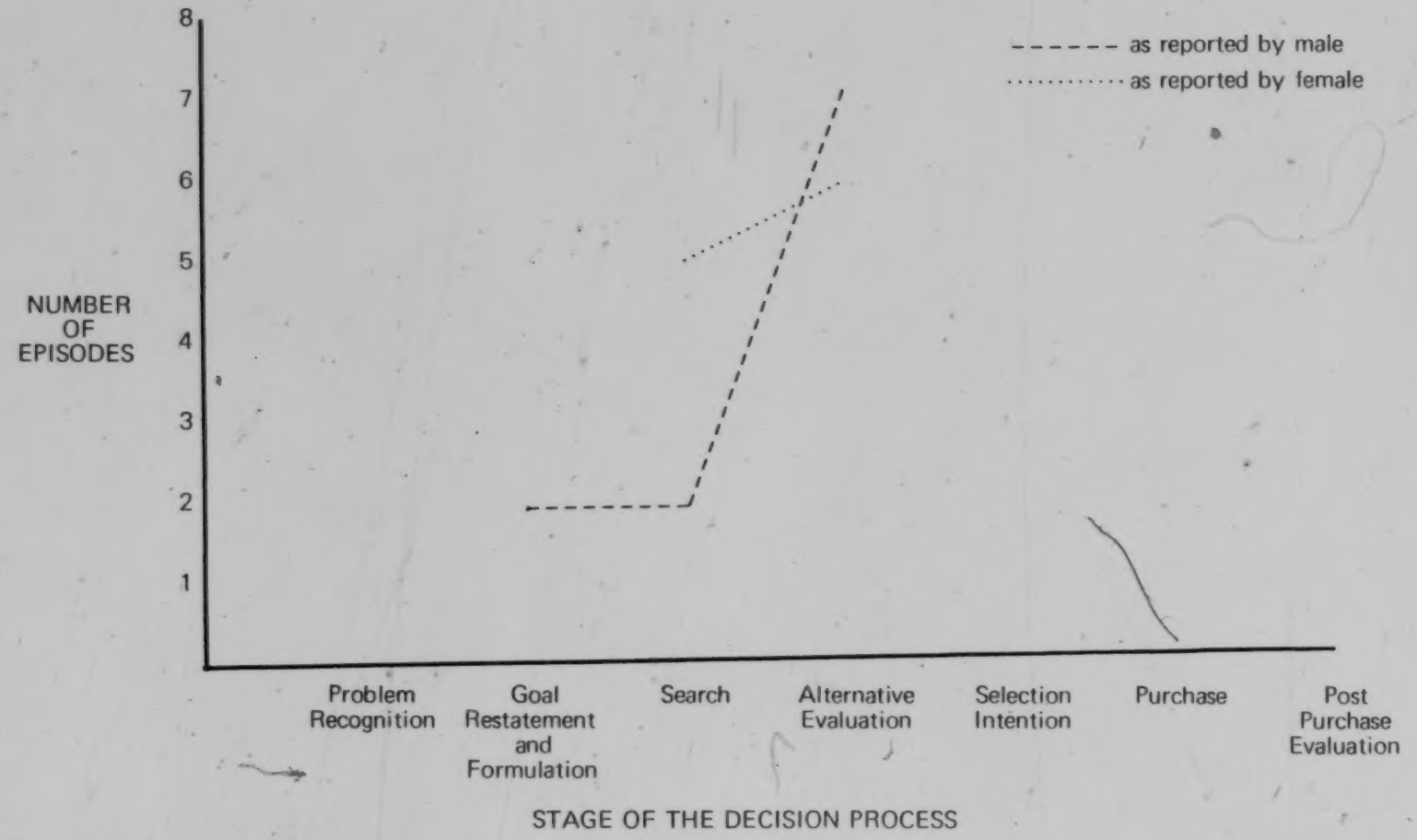

Figure 8
Interaction by Stage — Family 02

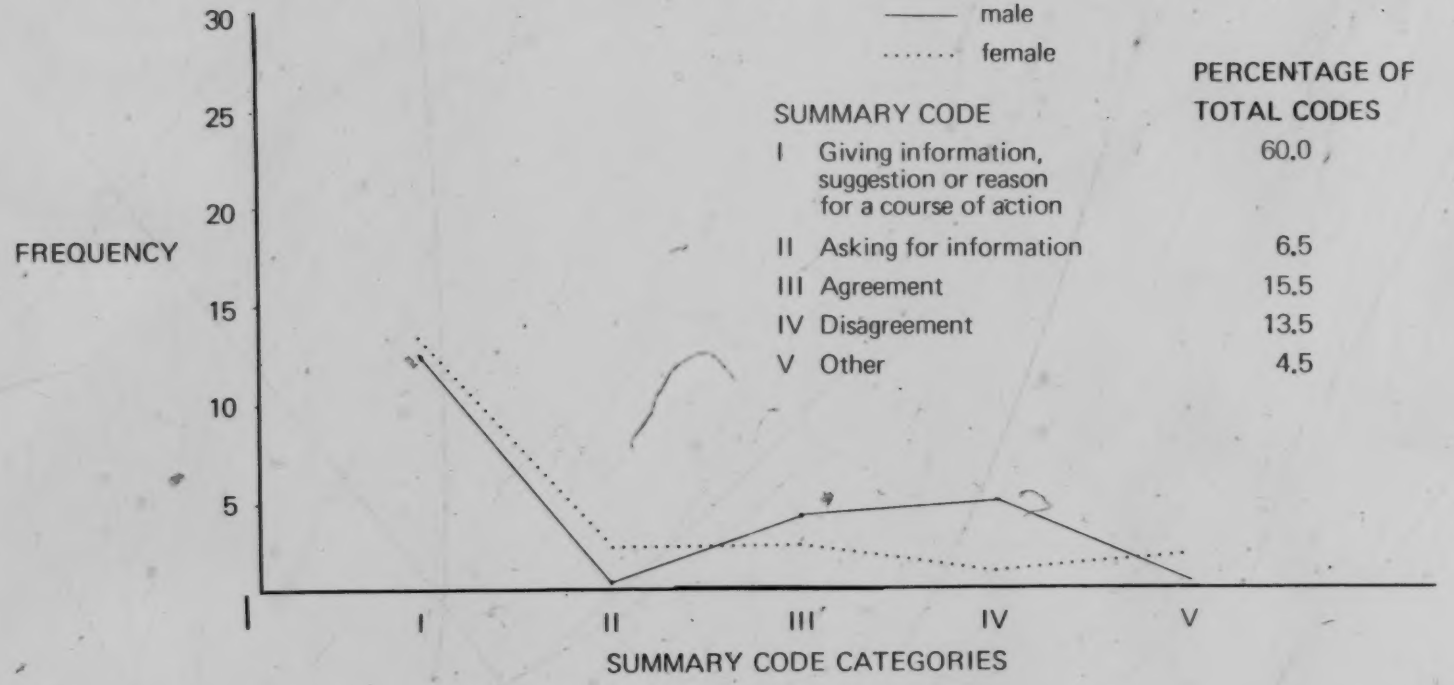

Figure 9
Frequencies of Interaction Summary Code Categories by Sex
Family 03

wife had a university degree. The wife was not employed outside the home. The family's annual income was approximately $30,000.

Both partners rated the decision making skills of their spouse and of the family as a group as "very good" on a five-point scale ranging from "poor" to "excellent". The husband rated his own decision making skills as "average" while the wife rated hers as "excellent". The wife reported that she was "happy" with the decisions the family made that affected her while the husband reported that he was "very happy". Overall, assessment of family and individual decision making skills was positive.

Family 03 kept a diary for forty-seven days with the husband reporting four episodes and the wife reporting seven episodes. All of the episodes reported by the husband involved both partners while the wife reported discussions with people other than her husband.

Family 03 had three interview / observation sessions. The first interview focused on the stages of problem recognition and goal restatement and formulation, the second on search and alternative evaluation and the third interview again focused on goal restatement and formulation.

After going through several stages in the decision process, family 03 made a decision not to purchase a microwave oven at this time.

Role Specialization

Both partners reported a high degree of joint participation in the decision process with the greatest amount of participation at the goal restatement and formulation stage (Figure 10). The husband reported equal participation at all stages of the decision process while the wife reported herself as participating more than her husband at the stages of goal restatement and formulation and search. From the diaries, it appears that most of the decision process was characterized by joint participation while the stages of goal restatement and formulation may have been slightly wife dominant.

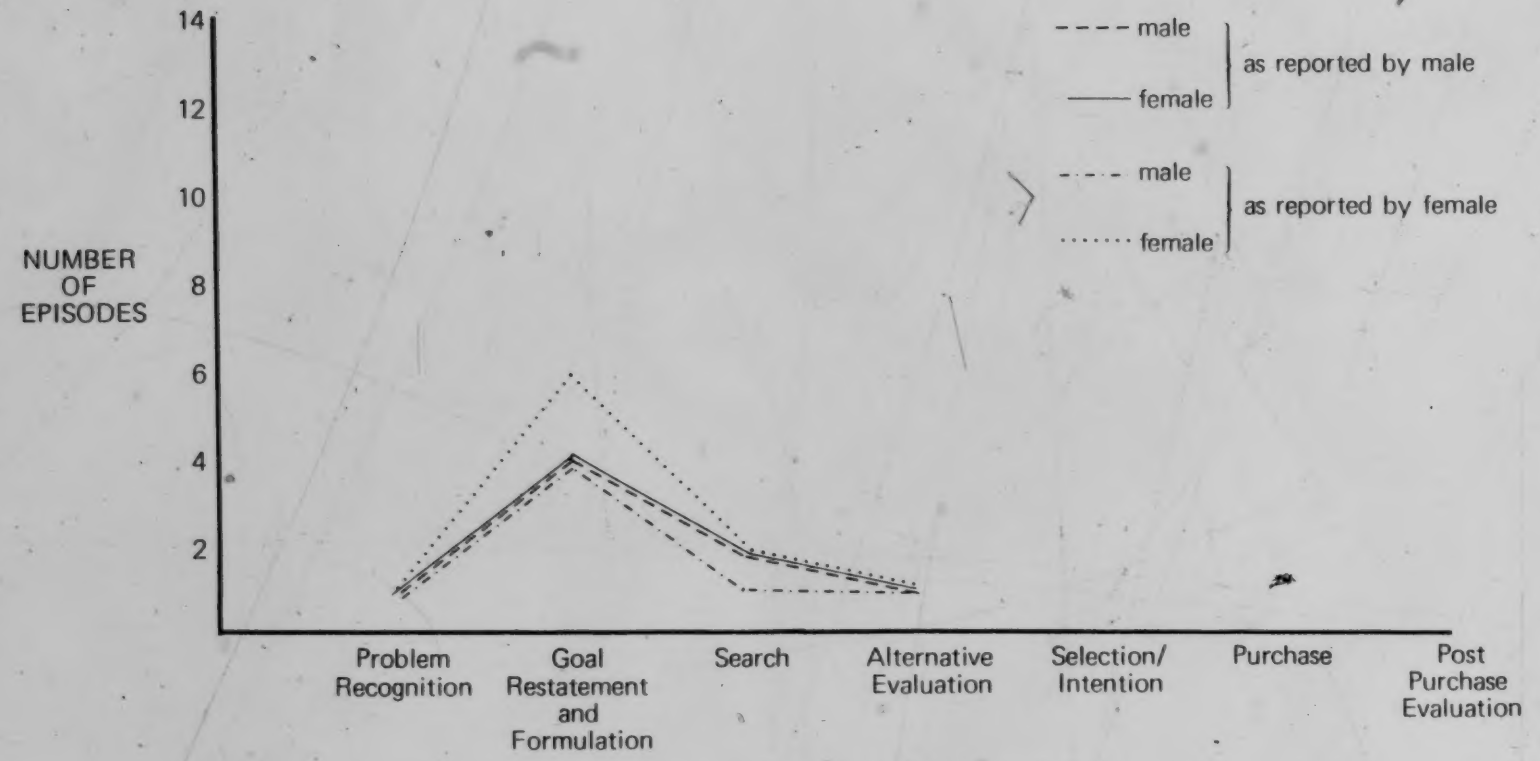

Figure 10
Participation by Stage – Family 03

Influence

In post interview questionnaires, when asked how much they had gained, the husband indicated only "4" on a ten-point scale after the first interview, "6" after the second and "10" after the third interview (10 indicating "all of what I wanted"). The wife indicated "10" after the first interview, "6" after the second, and "9" after the third interview.

In post interview questionnaires, when asked how fair they thought the situation was, the husband indicated that he thought the situation was "completely fair" after all three interviews. The wife reported "9", "9", and "8" on a ten-point scale.

Both partners reported "satisfaction" with most of the episodes entered in the diaries. However, both did report feelings of "resignation" with one of the episodes. In the husband's case this episode was a discussion focused on problem recognition and goal restatement and formulation. In the wife's case the episode focused on the final decision not to purchase the microwave . The wife also indicated "resentment" with one episode reported in the diary. However, the resentment was directed toward a retail outlet that had not lived up to expectations during a previous purchase.

The process power scores indicate that the husband was more influential than the wife during the decision process (Table 3). While the wife had a slightly higher score in the first interview the husband had higher scores in subsequent interviews.

Therefore, it appears that the wife had more influence during the problem recognition stage while the husband had more influence during the following stages,

Table 3
Process Power Scores - Family 03

	male	female
Interview 1	5	6
Interview 2	9	4
Interview 3	4	0
Total	18	10

including the final decision not to purchase.

Interaction

The amount of interaction between husband and wife reported in the diary was the same for both partners. Both partners reported four discussions related to the decision process. The wife also reported two discussions she had with others outside the family that did not involve the husband.

Husband and wife both reported that only one discussion focused on elements of the problem recognition stage and one on elements of the alternative evaluation stage (Figure 11). The husband reported that all four discussions focused on some elements of the goal restatement and formulation stage while the wife reported only three. The husband also reported that two discussions focused on some elements of the search stage while the wife reported only one. Therefore, it appears that the stage of goal restatement and formulation was characterized by the most interaction.

Neither partner reported "disagreement" as the outcome of any of the episodes reported in the diaries. In post interview questionnaires both partners reported "total agreement" or "we are still talking about it". Neither reported disagreement. However, in the interview transcripts, 13% of the codes were "disagree" (figure 12). Therefore, it appears that some degree of conflict was present in the decision process.

Satisfaction

Family 03 made a decision not to purchase the product under study. Therefore, the sections of the final questionnaire related to satisfaction with the product were not applicable.

Both partners were generally "very satisfied" with the decision process. Both husband and wife were "very satisfied" with all aspects of the decision process related to family member involvement. Both indicated that they were "somewhat satisfied" with the

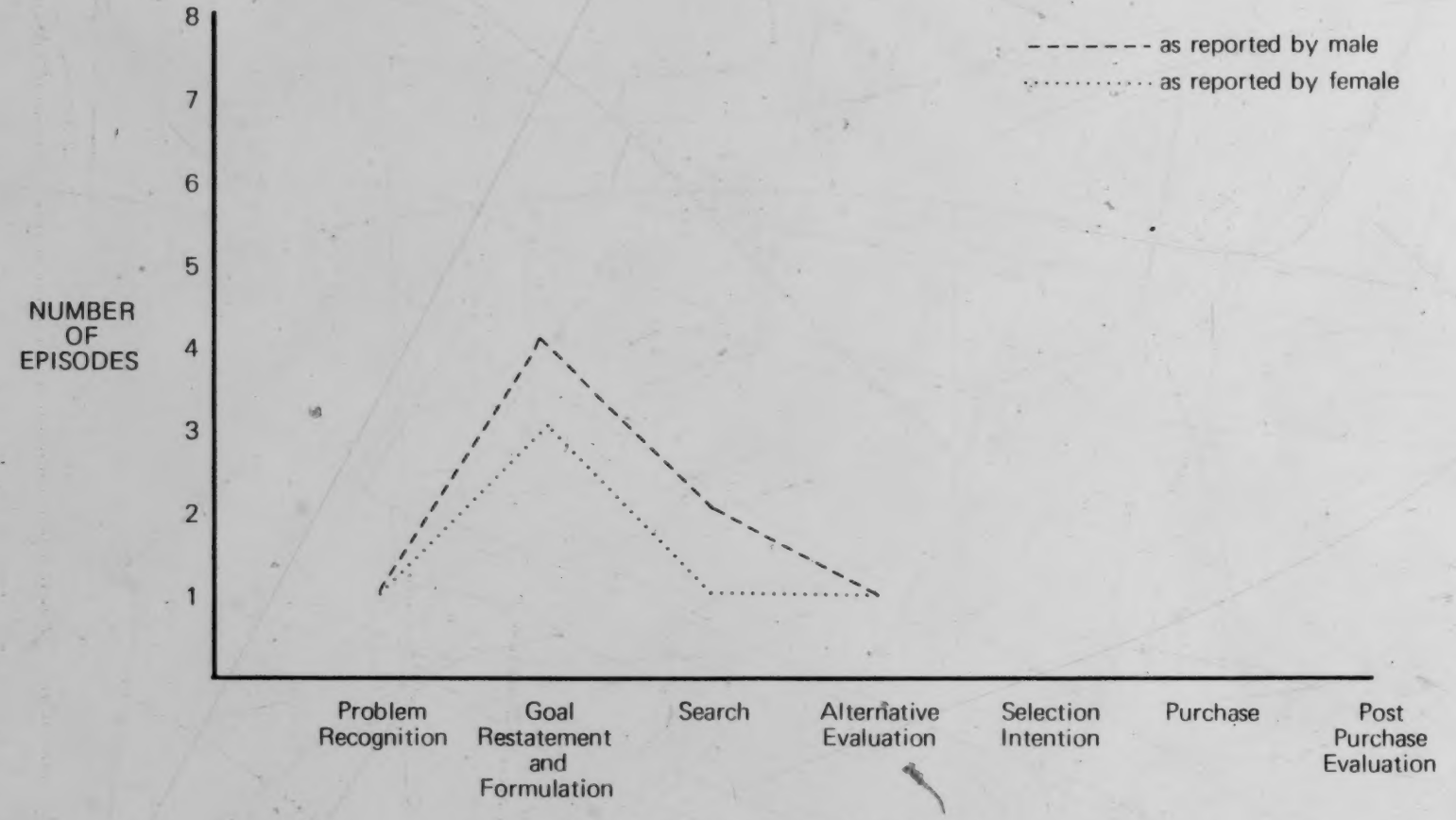

Figure 11
Interaction by Stage – Family 03

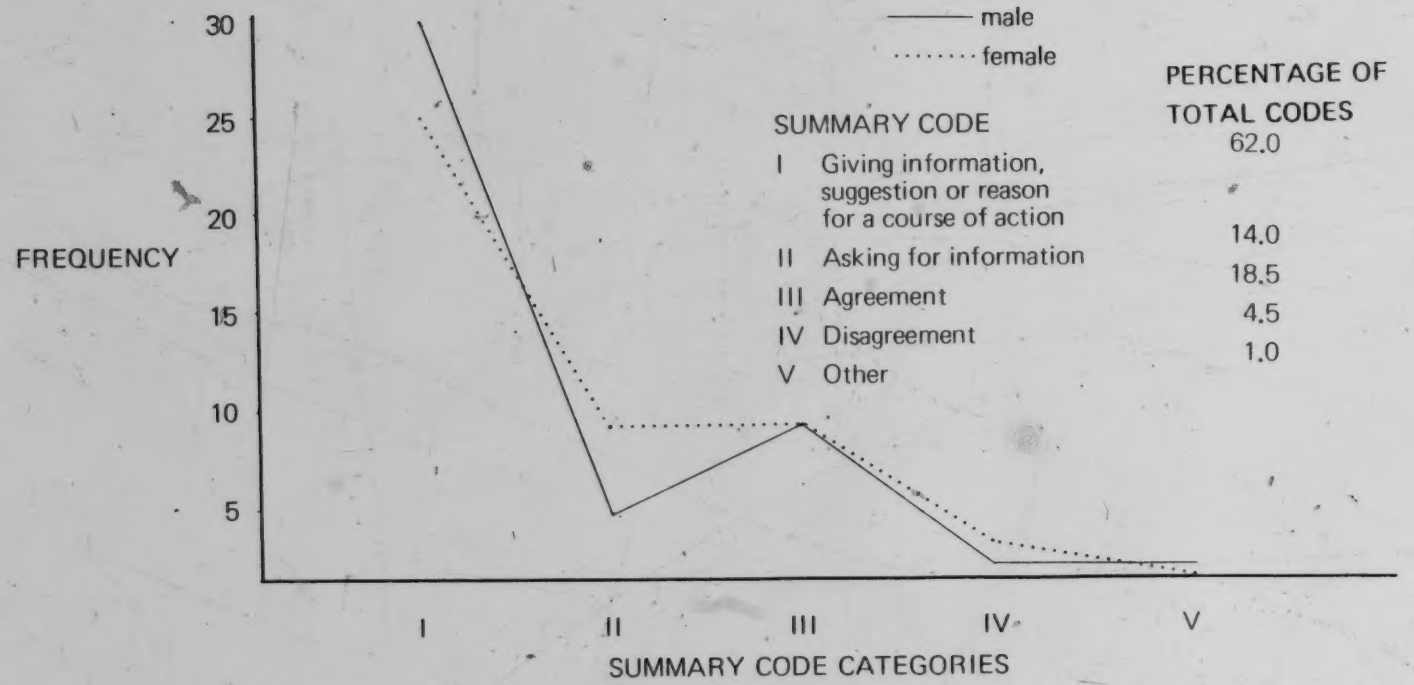

Figure 12
Frequencies of Interaction Summary Code Categories by Sex
Family 02

amount of information available and "indifferent" about the number of retail outlets they visited. The only descrepancy between husband and wife on satisfaction with the decision process was in the amount of information considered by the family in relation to the decision process. The wife indicated that she was "very satisfied" with the amount of information considered while the husband indicated he was "indifferent".

D. Family 04

The consumer purchase under study with Family 04 was the purchase of a sofa for the family room. Family 04 consisted of a couple who had been married for seventeen years and had two children, ages seven and thirteen. Both husband and wife had a high level of education, university degree or higher and both were employed outside the home. The family's annual income was approximately $80,000.

Both partners rated the decision making skills of their spouse and of the family as a group as "very good" on a five-point scale ranging from "poor" to "excellent". The wife rated her personal decision making skills as "very good" while the husband rated his as average. The wife indicated that she was "very happy" with the decisions the family makes that affect her while the husband reported that he was "happy". Overall, the assesment of individual and family decision making skills was positive, with the wife's assessment slightly more positive than the husband's.

Family 04 kept a diary for twenty one days with the husband reporting eight episodes and the wife reporting fourteen episodes. The husband reported only three episodes in which both partners were involved while the wife reported five. In the remaining episodes only the reporting partner participated.

Family 04 had three interview / observation sessions. The first interview focused on alternative evaluation, the second on search and the third interview focused on the selection / intention stage of the decision process. Family 04 has completed the selection / intention stage on the decision process. However, because the sofa is being

custom made and will not be available for several months, family 04 has not yet completed the purchase and post purchase evaluation stages of the decision process.

Role Specialization

Family 04 reported the greatest amount of participation at the search stage followed by the alternative evaluation stage (Figure 13). Both partners reported a high degree of autonomic decision making. Of the eight episodes reported by the husband only three involved both husband and wife. The remainder involved the husband only. Of the fourteen episodes reported by the wife, only four involved both the husband and wife as major participants. The others involved only the wife.

Both husband and wife reported the highest level of participation at the search stage followed by the alternative evaluation stage. Lower levels of participation were reported at the goal restatement and formulation stage and the selection / intention stage.

The wife reported greater participation for herself than the husband reported for himself. The wife also reported joint participation in the goal restatement and formulation stage and the selection / intention stage which the husband did not report.

It appears that decision making during the search and alternative evaluation stages was mainly autonomic with the wife participating slightly more than the husband. The stages of goal restatement and formulation and selection / intention were characterized by syncratic, or joint, decision making.

Influence

It appears that influence was fairly evenly distributed between the partners during the decision process. Process power scores are very similar for both husband and wife (Table 4). In post interview questionnaires the wife indicated that she gained "all of what she wanted" during each discussion that was reconstructed. The husband also reported that he gained "all of what he wanted" in all reconstructed conversations except one.

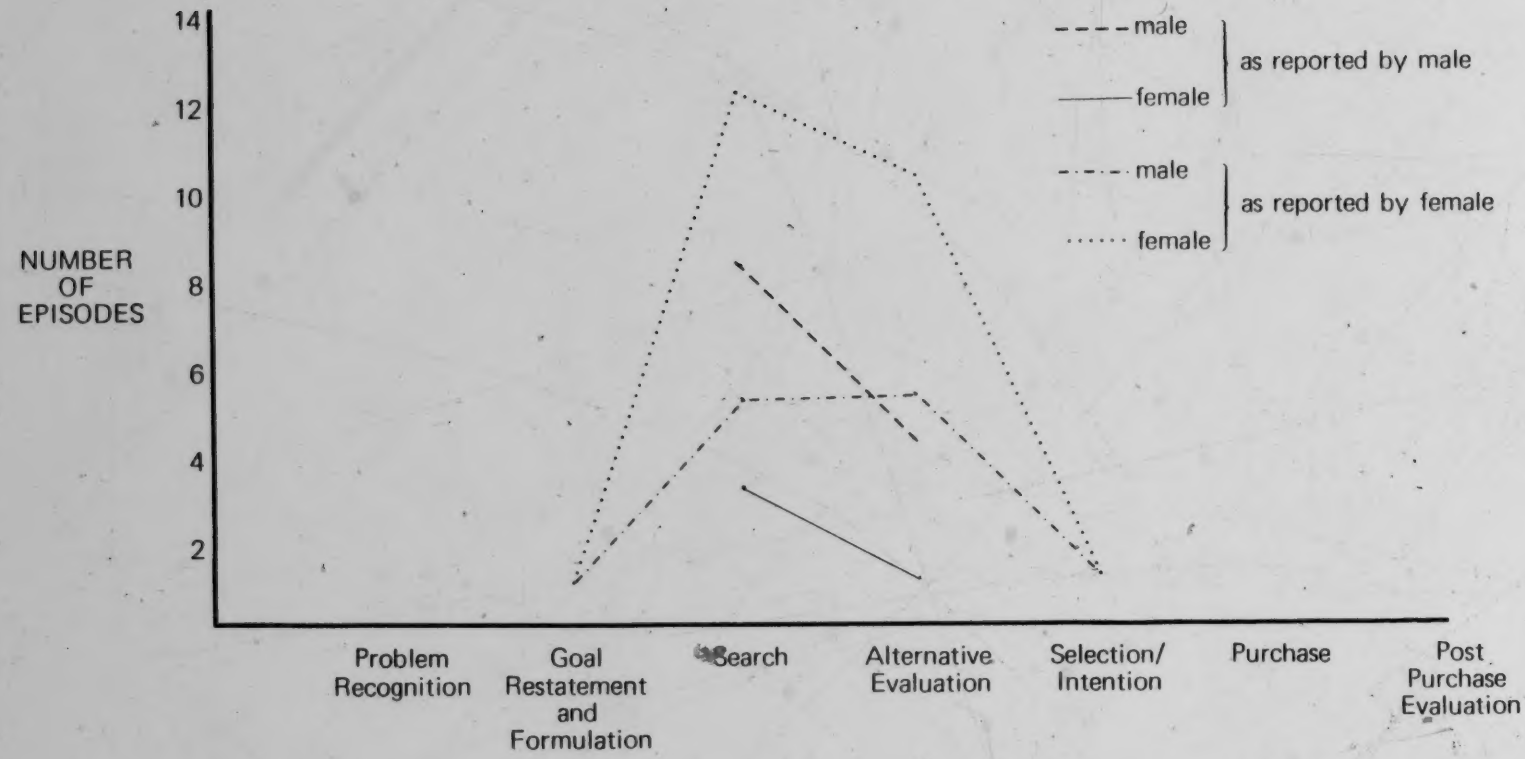

Figure 13
Participation by Stage – Family 04

Table 4
Process Power Scores - Family 04

	male	female
Interview 1	6	8
Interview 2	10	9
Interview 3	13	13
Total	29	30

where he reported an "8" on a ten-point scale. However, when the husband indicated that he felt he only gained "8" on a ten-point scale he also indicated that he felt his wife only gained "8". In post interview questionnaires both partners indicated that they felt the situation was "completely fair" except for one "9" on a ten-point scale reported by the husband.

The husband reported satisfaction with all episodes reported in the diary. Of the fourteen episodes reported in the diary by the wife, "resentment" and "resignation" were each reported as the outcome of two episodes. However, this resentment and resignation was directed toward retail outlets that didn't live up to expectation rather than the influence of their partner.

Therefore, it appears that influence is fairly evenly distributed between husband and wife during the decision process.

Interaction

The amount of interaction reported in the diary differed between husband and wife (figure 14). The husband reported only two discussions between husband and wife, both focusing on the search stage. The wife reported four discussions between both partners. One of the discussions focused on some elements of the goal restatement and formulation stage, three focused on elements of the search stage, three focused on elements of the alternative evaluation stage, and one focused on some elements of the selection / intention stage. It appears that interaction was highest at the search and

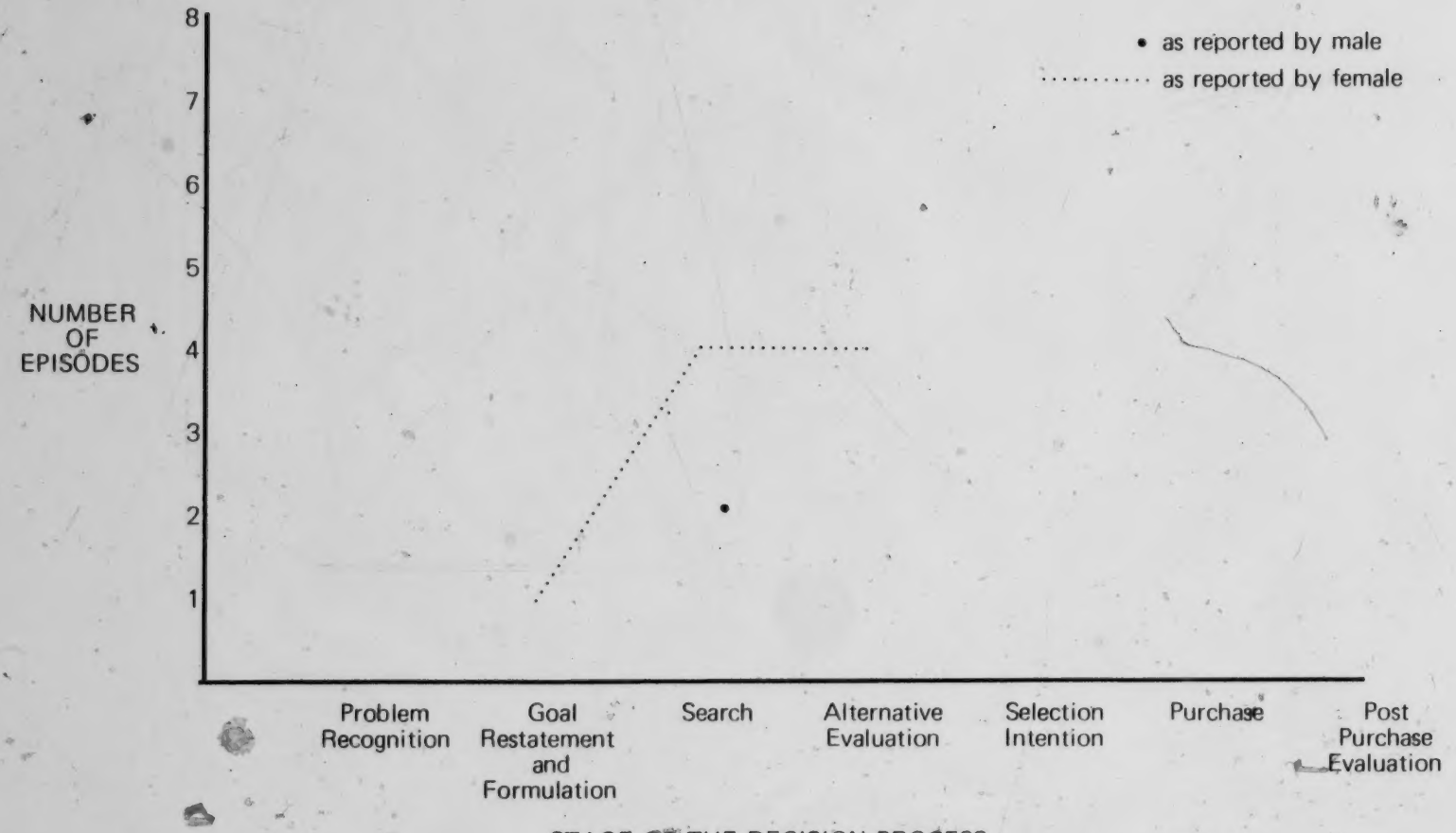

Figure 14
Interaction by Stage – Family 04

alternative evaluation stages with less interaction at the stages of goal restatement and formulation and selection / intention.

There was almost no conflict reported during the decision process (figure 15). In all post interview questionnaires both partners reported "total agreement". In interview transcipts there was only one "disagree" code, which made up only 1.5% of the total codes. Conflict was almost nonexistent in family 04's decision making process.

Satisfaction

Family 04 had selected their sofa but it had not yet been delivered at the conclusion of the study. Therefore, they were unable to complete sections "A" and "B" of the final questionnaire related to satisfaction with the product.

In relation to satisfaction with the decision process, both partners reported that they were generally "very satisfied" with the decision process. Both partners reported that they were "somewhat satisfied" with the amount of information available, the amount of information considered by the family, and the number of retail outlets visited. Both were "very satisfied" with the family's activities related to the selection and purchase of the product.

Both husband and wife also reported that they were "very satisfied" with their individual participation in the decision process and the extent of their spouse's participation. Both partners were also "very satisfied" with the extent of their own influence as well as the extent of their spouse's influence. The only descrepancy between husband and wife in their satisfaction with the decision process is in the area of amount of interaction. The wife reported that she was "very satisfied" with both the amount and quality of interaction among family members. The husband reported that he was "very satisfied" with the quality of interaction but only "somewhat satisfied" with the amount of interaction among family members.

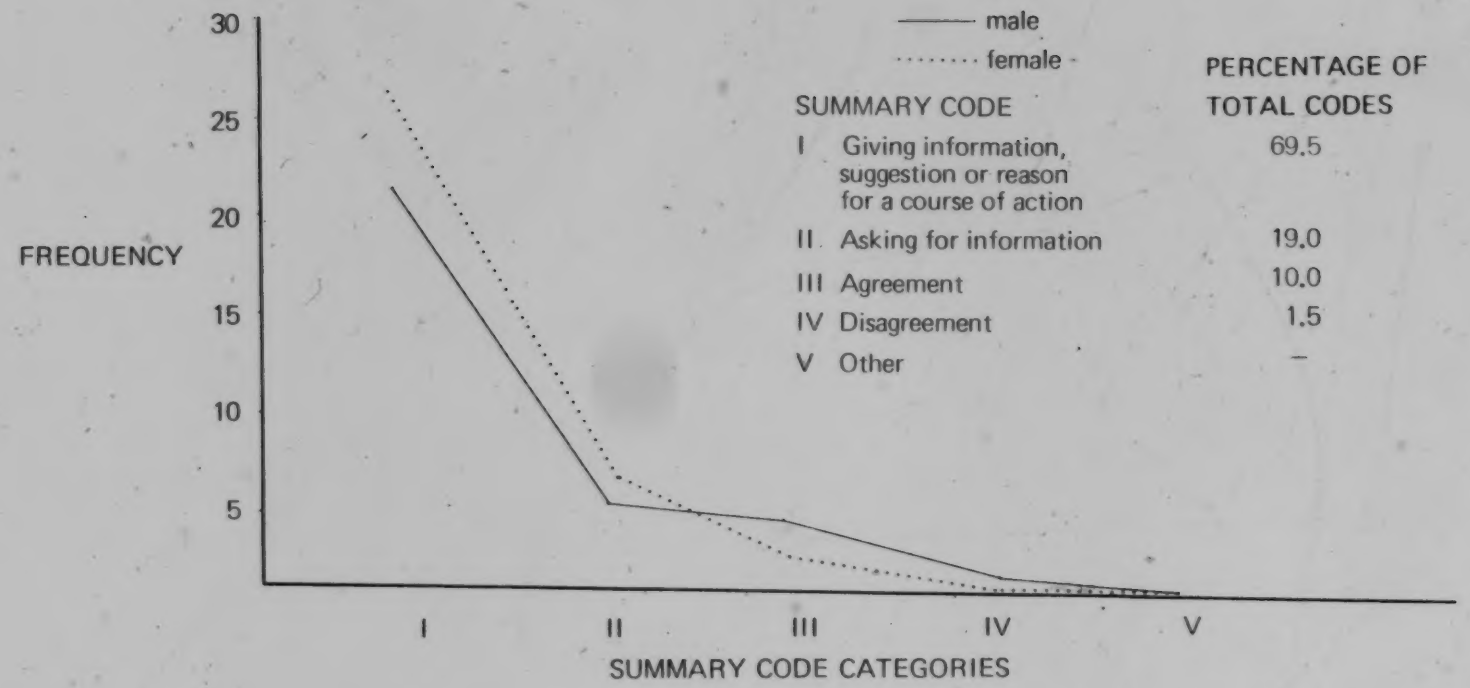

Figure 15
Frequencies of Interaction Summary Code Categories by Sex
Family 04

Therefore it appears that both the husband and wife of family 04 were quite satisfied with the decision process.

VI. DISCUSSION

The data for this study was collected over a two month period. Four families participated in the study, one of which did not complete the study. One family made a decision not to purchase the product under study. Of the two families who did purchase, one was unable to complete the sections of the final questionnaire related to satisfaction with the product because the product was being custom made and had not been delivered at the completion of the study. It is recommended that in future research the data collection period be extended to four to six months in order to allow all families ample time to complete all stages of the decision process including post purchase evaluation.

Before being accepted into the study each participant completed FACES II (Olson et al., 1982). This instument assesses families along two dimensions: cohesion and adaptability. The two dimensions, when organized in a circumplex model, results in the identification of sixteen types of family systems (Appendix M). No families were accepted into the study who scored in any of the four categories described as "rigid". These family types do not adapt well to change and it was thought that participation in the study might cause problems within the family.

All four families scored higher than might be expected on the adaptability scale although spouses were quite similar in their perception of the family. It should be noted that although FACES II is a good global index check of family functions and has reported reliability and validity (Olson et al., 1982) it is simply a pencil and paper method and , as such, is not infalible.

At the conclusion of the study each family was given a short profile of their family's decision process. Most of the participants said that they could easily recognize their family in the profile. Several of the participants also commented that they could never have given as good a description of their family's decision process had they been asked. This indicates that the methodology has face validity.

A. Assessment of Methodology

The first objective of this study was to develop and refine a methodology for measuring family member involvement in the consumer decision process. This section contains an asessment of the strenghts and weaknesses of the methodology that was developed.

A multi-method approach was taken to the measurement of family member involvement in the consumer decision process. This approach included both self-report and observational methods of data collection. This multi-method approach was suggested by Webb (1978). It was thought that this approach would allow the researcher to gather a variety of data while compensating for the deficiencies of each techniques and providing a check for the possible biases of each technique. This would result in a more accurate measurement of the variables.

The self report method selected was the diary technique. It was decided that both husband and wife would complete the diary in order to eliminate the possible bias of wife-only reports as was found by Davis and Rigaux (1974), Davis (1970), Granbois and Willett (1970) and Scanzoni (1965). Both husband and wife were asked to report any activity or discussion conducted by any member of the family in relation to the consumer purchase being studied. Both partners, however, reported mainly those activities and discussions in which they themselves were involved, seldom reporting episodes in which only their spouse or children were involved. It appears that although there is a bias in the self-report diary technique this bias has been largely overcome by the use of both husband and wife reported data.

The observational method chosen was an adaptation of Hill and Scanzoni's (1982) interview / observation technique. Couples were asked to reconstruct past discussions with the help of an interviewer. Kenkel (1961) has shown that the sex of the observer greatly influences the participants' behavior; when the observer was a woman, wives tended to take more active and powerful roles. In this study a female

interviewer / observer was used in all observation sessions. Therefore, it is possible that this has created a bias towards the wives in the areas of participation and influence. It is suggested that future researchers vary the sex of their observers in order to control for this bias.

One problem with the interview / observation technique was that the interview protocol, adapted from Hill and Scanzoni (1982), did not always elicit the desired format of response from the participants - the reconstruction of a previous conversation. Rather, the participants tended to tell the interviewer thoughts about the conversation, background information, and reiteration of diary entries. Once the participants realized the desired format they seemed to prefer to reconstruct the conversation without the interruptions of an interviewer. It is recommended That the insructions to the participants in the interview / observation sessions be revised to more accurately explain the purpose of the sessions and to give examples of the format of response that is desired. It is also recommended that the interview protocol be revised and made more flexible.

There are three components of family member involvement in the consumer decision process conceptualized as part of the model: role specialization, influence, and interaction. It is felt that the optimum situation would be for the measurement of each of these component to be a combination of both the self-report and observational methods. This is the case with the variables of influence and interaction. The measurement of influence is a combination of process power scores obtained from the interview / observation session and self-report data obtained from the diaries, post interview questionnaires and the final questionnaire. The measurement of interaction is a combination of the frequencies of the interaction codes obtained from the observation sessions and self-report data obtained from the diaries and post interview questionnaires. The measurement of role specialization, however, is obtained entirely from the self-report data obtained from the diaries.

Timing is an important aspect of the methodology developed to measure family member involvement in the consumer decision process. While it is important to obtain participants who are in the early stages of the decision process, most couples who volunteer to participate are already quite sure they are going to be making a specific consumer purchase before volunteering. This means that they have probably completed the problem recognition and goal restatement stages before entering the study. This results in valuable information about the early decision stages being lost. It is suggested that a method be devised to help identify possible participants earlier in the decision process. It is further suggested that the methodology be revised to obtain information from the participants about family member involvement in the consumer decision process before the family entered the study. This may be difficult task due to the nature of a family group. A family has a history. The family members make many decisions together. The decision process under study may have begun months, or even years, ago. One family in the study said that they had decided they were going to purchase the product under study several years ago. It appeared that they had been in the goal restatement and formulation stage until shortly before entering the study. In cases such as this it is very difficult to get information about the stages of problem recognition and goal restatement and formulation stages of the decision process.

A limitation of this methodology is that it has been designed for use with couples only. Filiatraut and Ritchie (1980) found that the presence of children influenced the decision process. It is recommended that the methodology be revised and expanded to include children, where appropriate, in the measurement of family member involvement.

One major concern about this methodology is the effect participation in the research study has on the decision process of the participants. This methodology requires participants to complete a daily diary. Therefore, they may think about the purchase decision more than they normally would. Constant contact with the researcher may also affect the decision process. When asked how typical they thought the decision process

was for a major household purchase most participants thought that their decision process was quite typical. Several participants qualified this by saying that they hadn't made many major household purchases lately so they couldn't really say if it was typical or not but that they felt the process was typical. However, it is possible that the participants themselves didn't realize the effect participating in the study had on their decision process.

B. Propositions

The second objective was to determine the effect of family member involvement in the consumer decision process on both satisfaction with the product and satisfaction with the decision process. This section will discuss the propositions in relation to the data on family member involvement in the consumer decision process which has been collected in this study.

Four families participated in the study, each being treated as a case study. A single consumer decision process was examined in each family. Due to the small sample and the limited number of decision processes being examined this study was not designed to statistically test propositions. Rather, it is thought that the information gathered in this study would be used as an assessment of the developed methodology and, at the same time, help to determine the applicability of the Process Model of Family Consumer Decisions as a conceptual framework for empirical research.

F1 Propositions - FMI on Decision Process Variables

This section will discuss the relationship between family member involvement in the consumer decision process and the decision process variables associated with the post purchase evaluation stage, particularly satisfaction with the product and satisfaction with the decision process. Only one family in the study was able to complete the sections of the final questionnaire related to satisfaction with the product while three families completed the section related to satisfaction with the decision process.

Decision process variables associated with the *post purchase evaluation stage* may vary according to *role specialization* of family members in the decision process.

(a) Family member satisfaction with a product or service that does not perform as well as expected will vary directly with amount of effort expended (participation) (Granbois, 1971:195).

(b) The uninvolved spouse (participation) may still vicariously derive satisfaction from the decision process if his/her spouse is satisfied (Burns, 1976:206).

(c) Satisfaction with the purchase is likely to be greater if neither spouse is perceived as dominant with regards to any one stage of the decision (role specialization) (Hemple, 1975:79; Burns, 1977:50).

Although all participants were very satisfied with the decision process and product purchased (where applicable), in all families the wife was slightly more satisfied than the husband. Each family also has at least one stage in the decision process which is considered to be wife dominant while no stages are husband dominant. Therefore, there is some indication from the families involved in this study that the general proposition that post purchase evaluation varies with role specialization may be supported using this methodology. It should be noted that there is very little variation among participants in satisfaction with the decision process. This suggests that perhaps the technique used to measure this variable could be improved to provide a wider variation in responses.

Proposition (a) could not be addressed due to the fact that the only family able to complete the sections of the final questionnaire related to satisfaction with the product was very satisfied with the product they purchased while the proposition deals with products which do not perform as well as expected. An increased sample size and extended period for data collection would allow for the examination of this proposition.

Proposition (b), dealing with the satisfaction of the uninvolved spouse could not be fully addressed since both partners participated in the decision process in all four families. However, the husbands were satisfied with the stages of the decision process that were wife dominant. These findings suggest that it may be possible to find support for this proposition using this methodology.

Role specialization was wife dominant in at least one stage of the decison process for each family while both husband and wife were highly satisfied with the decision process and product (where applicable). However, it should be noted that the participants may not have perceived one partner as dominant. This suggests that perceived role specialization should be considered as a variable related to family member involvement.

> Decision process variables associated with the *post purchase evaluation stage* may vary according to *influence* among family members in the decision process (deduced from model).

Three of the four families appeared to have relatively even distributions of influence between partners during all stages of the decision process. Influence varied by stage in Family 03 with the wife having more influence at the problem recognition stage while the husband had more influence at subsequent stages. This small variation in influence among family members makes it ifficult to evaluate this proposition.

> Decision process variables associated with the *post purchase evaluation stage* may vary according to *interaction* among family members in the decision process.
>
> (a) The degree of consensus on the criteria and availability of resources will affect the level of satisfaction (McGregor, 1984).

The amount of interaction reported by the families varied from two to seven discussions between family members. Type of interaction also varied among families with Family 03 having more conflict than the other families. All families reported a high degree of satisfaction. Family 03 had the most conflict, most of which was during the stage of

goal restatement and formulation. This conflict was due in some part to disagreement over the criteria and availability of resources. The other families had very little conflict in the decision making process. All families indicated high levels of satisfaction. A larger sample with a wider range in types of interaction and satisfaction would allow for further examination of this proposition.

D1 Propositions - Decision Process Variables on FMI

One of the primary tenets of the process model of family consumer decisions is that family member involvement varies by stage of the decison process. It was felt that in order to clarify the core of the model this relationship would have to be examined. This section will discuss the relationship between family member involvement in the consumer decision process and stage of the decision process.

> *Role specialization* may vary according to *stage in the decision process* (Davis & Rigaux, 1974:55;Szybillo & Sosanie, 1977:46; Engel & Blackwell, 1982:182).
>
> (a) Family member involvement seems to vary systematically at different stages of the decision process (Davis, 1976:246).
>
> (b) In the problem recognition stage, the initiative usually lies with one of the members with involvement increasing during the search stage and decreasing during the purchase stage (Hansen, 1972).

Role specialization varied by stage in the decision process of all four families (Table 5). The families' decision processes included syncratic, autonomic and wife dominant decision making at various stages. Each family exhibited two different patterns of decision making at various stages. These finding suggest that it is possible to find support for this proposition.

Due to the small number of decision processes being studied it was difficult to determine any systematic patterns of variance of role specialization among the families as

Table 5
Role Specialization by Stage

	FAMILY 01	FAMILY 02	FAMILY 03	FAMILY 04
Problem Recognition			syncratic	
Goal Restatement		syncratic	wife dominant	syncratic
Search	wife dominant	wife dominant	syncratic	autonomic *
Alternative Evaluation	wife dominant	syncratic	syncratic	autonomic *
Selection / Intention	syncratic			syncratic
Purchase	syncratic			
Post Purchase Evaluation				

* also wife dominant

proposed in proposition 1(a). However, there were similarities in role specialization among the four families. There were no husband dominant stages in the decision process of any of the families and the stage of search was wife dominant in three of the four families. This may be due to type of product being studied - household products. The most reported type of decision making was syncratic. Given a larger sample and more decisions per family more definite systematic variation of role specialization may become evident.

Very little information was available about the stage of problem recognition due to the nature of the methodology. Therefore the researcher is not able to address this portion of proposition 1(b). In the two families which did purchase, however, participation was highest during the search stage and decreased during the selection / intention and purchase stages. Revision of the methodology to gain information about a family's decision process prior to entering the study and an extended period of data collection should allow for further examination of this proposition.

> *Influence* among family members may vary according to *stage of the decision process* (Hansen, 1972:401; Engel & Blackwell, 1982:182; Davis & Rigaux, 1974:55).

Influence varied by stage in only one of the four families. In Family 03 the wife had more influence during the problem recognition stage while the husband had more influence in subsequent stages. All of the other families appeared to have relatively even distribution of influence over all stages of the decision process. It should be noted that influence is a very difficult variable to measure. In one case, after the reconstruction of a previous conversation, the husband said, "I told her we would buy it but in the back of my mind I was thinking we wouldn't". In the end the product was not purchased. Therefore, distribution of influence may not be as even as it appears.

Interaction among family members may vary according to *stage in the decision process* (deduced from model).

The amount of interaction among family members varied by stage in the decision processes of all four families. The greatest amount of interaction most often occurred at the stages of search and alternative evaluation. Family 03, who made a decision not to purchase the product under study, reported the most interaction at the stage of goal restatement and formulation. This suggests that it is possible to find support for this proposition using this methodology.

It is difficult to tell if type of interaction varies by stage in the decision process due to the limited amount of conflict in the decision processes of the families in the study. A larger, more varied sample would enable examination of this proposition.

C. Applicability of the Model as a Conceptual Framework

It was the overall purpose of this research to evaluate the applicability of the process model of family consumer decisions as a conceptual framework for an empirical study. In this section the model will be evaluated according to five criteria for a good conceptual framework.

1) A conceptual framework should be simple (the law of parsimony).

In order for a conceptual framework to be useful it must be simple and understandable. It was found that with some clarification and refinement of the core component, the model was easily understood and simply presented in both the diagrams and the written components.

2) A conceptual framework should suggest variables to be measured.

The process model of family consumer decisions included approximately 120 different variables grouped into three components.

3) A conceptual framework should suggest ways of measuring the variables.

In order for variables to be measured they must be operationally defined. This model does not include operational definitions of the variables. In this study some variables related to family member involvement in the decision process were defined as well as some of the variables related to the stage of post purchase evaluation which are now to be incorporated into the model. Further work is needed to develop operational definitions for the other variables as part of the model.

4) A conceptual framework should suggest relationship between variables that can be empirically tested.

The model includes approximately 250 propositions which have been taken from the literature. Many of these propositions have been empirically tested by previous researchers. The model suggested the relationships that were studied in this research.

5) A conceptual framework should permit a researcher to deduce relationships that can be empirically tested.

The model allows for the deduction of many relationships among variables. In the process of clarifying the core component of the model approximately fifteen relationships between variables were deduced from the model. The model also permits the deduction of relationships of a multivariate

nature. Possibilities for deduction of relationship among variables in this model are vast.

In order for the relationships among variables deduced from the model to be empirically tested the variables must first be operationally defined. Two of the propositions examined in this study had been deduced from the model.

It is thought that the process model of family consumer decisions can be successfully applied as a conceptual framework for empirical research. With the addition of more operational definitions this model should become even more valuable for this purpose.

VII. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

A. Summary and Conclusions

The overall purpose of this research was to evaluate the applicability of the process model of family consumer decisions as a conceptual framework for empirical research. The first objective was to develop and refine a methodology for measuring family member involvement in the consumer decision proces. The second objective was to determine the effect of family member involvement in the consumer decision process on both satisfaction with the product purchased and satisfaction with the decision process.

A process model of family consumer decisions (McGregor, 1984) was used as the conceptual framework for this research. In order to use this model as a conceptual framework it was first necessary to clarify the "family member involvement" component of the model and to develop a more comprehensive set of propositions related to the core of the model.

Four families participated in the study. A multimethod approach was utilized to gather information about family decision making. The methodology included both self report and observational techniques. The diary technique was based on that used by Kieren (1984). The interview / observation technique used was adapted from an approach for assessing marital decision making processes developed by Hill and Scanzoni (1982).

The data were analyzed descriptively by creating detailed profiles of each family's consumer decision process. The propositions were than examined in relation to the information in the profiles. This study was not designed to statistically test the propositions. Rather, it was thought that the information gathered in this study would be used to assessment the methodology and to help determine the applicability of the model as a conceptual framework.

An assessment of the methodology resulted in the identification of several point that needed improvement. The importance of gaining information about a family's decision process prior to their entry into the study was recognized. The effect of participation in such an in-depth research study on a families decision process was also considered.

The finding suggest that the proposition examined in this study can be tested using the developed methodology in a revised form. The findings also suggest that it is possible to find support for one of the primary tenets of the core of the model, that family member involvement varied by stage of the decision process.

Upon completion of the study the process model of family consumer decisions was evaluated as to its applicability as a conceptual framework for empirical research. It was determined that the model could be successfully applied as a conceptual framework provided operational definitions of the variables in the model are developed.

B. Recommendations

The recommendations have been grouped into two categories. The first category includes those recommendations related to the further refinement of a methodology to accurately measure family member involvement in the consumer decision process. The second category includes those recommendations related to the refinement and testing of the conceptual framework - a process model of family consumer decisions.

Methodology

This section includes recommendations related to the development of a methodology to measure family member involvement in the consumer decision process.

1) It is recommended that the methodology for measuring family member involvement in the consumer decision process outlined in this study continue to be refined:

   (a) that researchers try to obtain participants who are just entering the decision

process in order to obtain information about the stages of problem recognition and goal restatement and formulation.

(b) that procedures be expanded to obtain information from participants about family member involvement in the consumer decision process before the family entered the study.

(c) that the instructions to the participants in the interview / observation sessions and the interview protocol be revised to better elicit the desired format of response - the reconstruction of a conversation.

(d) that procedures be expanded to include the collection of information on post purchase interaction.

(e) that the sex of the interviewer / observer be varied in order to control for this bias.

(f) that procedures be revised and expanded to include children, where appropriate, in measurement of family member involvement in the consumer decision process.

2) It is further recommended that a period of four to six months be allowed for data collection when using the methodology outlined in this study in order to allow each family to complete the decision process.

3) It is recommended that a second questionnaire related to satisfaction be administered four to six months after the purchase in order to obtain a more accurate picture of satisfaction with the product and with the process.

C. Conceptual Framework

This section includes recommendations related to the refinement and testing of the conceptual framework.

1) It is recommended that this study be replicated using a larger more diverse sample so as to obtain valid statistical support for the propositions. For

example, in this study the participants were all well educated and articulate. Replication of the study with a different type of sample may produce different results.

2) It is recommended that a refined form of the methodology outlined in this study for measuring family member involvement in the consumer decision process continue to be used to test the propositions related to this component of the model.

3) It is recommended that further work be done on the testing of the other propositions in the core of the model.

4) This research has been an initial attempt to refine one component of the process model of family consumer decisons. It is hoped that future researchers will also build upon, elaborate and expand this model.

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APPENDIX A

LIST OF PROPOSITIONS

A. F1 PROPOSITIONS - **FMI** on **DECISION PROCESS VARIABLES**

Decison process variables may vary according to *family member involvement* in the decision process.

1) Decision process variables associated with the *problem recognition stage* may vary according to *role specialization* of family members in the decision process (deduced from model).

2) Decision process variables associated with the *problem recognition stage* may vary according to *influence* among family members in the decision process (deduced from model).

3) Decision process variables associated with the *problem recognition stage* may vary according to *interaction* among family members in the decision process (deduced from model).

4) Decision process variables associated with the *goal restatement and formulation stage* may vary according to *role specialization* of family members in the decision process (deduced from model).

5) Decision process variables related to the *goal restatement and formulation stage* may vary according to *influence* among family members in the decision process (deduced from model).

6) Decision process variables associated with the *goal restatement and formulation stage* may vary according to *interaction* among family members in the decision process.

(a) When agreement exists(*consensus*) among the family members about which goals are desirable, problem solving behavior (*goal effectuation*) is likely to occur (Davis, 1976:254).

7) Decision process variables associated with the *search stage* may vary according to *role specialization* of family members in the decision process.

(a) The family member *who* is searching for information will influence the level

and type of *information source (search)* that the family is exposed to and the way that the stimuli are interpreted (*information processing(search)*) (Assael, 1981:342).

(b) The older and more experienced the family member is *who* does the searching, the more likely the external search will be limited (*extent of search*) (McGregor, 1984:).

(c) Levels of *involvement* will affect the individual's attitude toward the credibility of the *information source (search)* (Engel, Kollat & Blackwell, 1982:471).

(d) The *extent of search* is lower among consumers in which decision making is performed by one member than it is if families have joint *patterns of decision making* (Engel, Kollat & Blackwell, 1968:387; Granbois, 1963:155).

8) Decision process variables associated with the *search stage* may vary according to *influence* among family members in the decision process (deduced from the model).

9) Decision process variables associated with the *search stage* may vary according to *interaction* among family members in the decision process.

(a) Families experiencing interpersonal problems (ie. *conflict*) may conduct a limited search for information (*extent of search*) (Melson, 1980:141).

(b)The *extent of external search* is influenced by the *conflict resolution strategies* used (Bettman, 1979:135).

10) Decision process variables associated with the *alternative evaluation stage* may vary according to *role specialization* of family members in the decision process (deduced from model).

11) Decision process variables associated with the *alternative evaluation stage* may vary according to influence among family members in the decision process (deduced from model).

12) Decision process variables associated with the *alternative evaluation stage* may vary according to *interaction* among family members in the decision process.

(a) Families that have not achieved *consensus* about *evaluative criteria* will be more likely to depend on reference or peer group opinions rather than family agreed upon criteria while *evaluating alternatives* (Tallman, 1971:340).

13) Decision process variables asssociated with the *selection/intention stage* may vary according to *role specialization* of family members in the decision process (deduced from model).

14) Decision process variables associated with the *selection/intention stage* may vary according to *influence* among family members in the decision process (deduced from model).

15) Decision process variables associated with the *selection/intention stage* may vary according to *interaction* among family members in the decision process (deduced from model).

16) Decision process variables associated with the *purchase stage* may vary according to *role specialization* of family members in the decision process (deduced from model).

17) Decision process variables asssociated with the *purchase stage* may vary according to *influence* among family members in the decision process (deduced from model).

18) Decision process variables associated with the *purchase stage* may vary according to *interaction* among family members in the decision process (deduced from model).

19) Decision process variables associated with the *post purchase evaluation stage* may vary according to *role specialization* of family members in the decision process.

(a) Family member *satisfaction* with a product or service that does not perform as well as expected will vary directly with the *amount of effort expended (participation)* (Granbois, 1971:195).

(b) The *uninvolved* spouse (*participation*) may still vicariously derive *satisfaction* from the decision process if his/her spouse is satisfied (Burns, 1975:206).

(c) *Satisfaction* with the purchase is likely to be greater if neither spouse is perceived as dominant with regards to any one stage of the decision (*role specialization* (Hemple, 1975:79; Burns, 1977:50).

20) Decision process variables associated with the *post purchase evaluation stage* may vary according to *influence* among family members in the decision process (deduced from the model).

21) Decision process variables associated with the *post purchase evaluation stage* may vary according to *interaction* among family members in the decision process.

(a) Post purchase *interaction* affects *satisfaction* (Morris & Reeson, 1978).

(b) Methods of *conflict resolution* may affect *satisfaction*.

(c) The degree of *consensus* on the criteria and availability of resources will affect the level of *satisfaction* (McGregor, 1984).

B. F2 PROPOSITIONS - **FMI** on **FMI**

Family member involvement in one stage in the decision process may vary according to *family member involvement* in a previous stage of the decision proicess and/or *family member involvement* in previous similar decisions.

1) *Role specialization* of family members in one stage of the decision process may vary according to *role specialization* of family members in previous stages of the decision process and/or in previous similar decisions (deduced from model).

2) *Role specialization* of family members in one stage of the decision process may vary according to *influence* among family members in previous stages of the decision process and/or in previous similar decisions.

(a) The member's actual *involvement* in the shopping or purchase activity will be dependent upon whether their preferences were taken into account (*influence*) (Davis, 1976:243).

3) *Role specialization* of family members in one stage of the decision process may vary according to *interaction* among family members in previous stages of the decision process and/or in previous similar decisions.

. (a) The more similar spouses perceive the decision to be (*consensus*) at the problem recognition stage, the more likely it is that it will be resolved jointly (*role specialization*) (Burns & Granbois, 1977:85).

(b) Joint decisions (*role specialization*) are less likely to occur if one spouse presumes control but there has been prior *consensus* on who would be in control (Burns, 1977:52).

(c) The more similar family members are in their perception of and agreement on saving activities and money related activities (*goal consensus*), the more likely they are to delegate the financial tasks to one person (*role specialization*) (Ferber & Lee, 1974:47).

4) *Influence* among family members in one stage of the decision process may vary according to *role specialization* of family members at previous stages of the decision process and/or in previous similar decisions.

(a) The greater the family member's *involvement* in the attribute sub-decisions, the greater the likelihood of that person dominating (*influencing*) the final selection (Woodside, 1975:88).

(b) The person who initiated the problem recognition or decision process (*involvement*) is the most likely to be the prime *influencer* in the selection and

intention to buy (Assael, 1981:350).

5) *Influence* among family members in one stage of the decision process may vary according to *interaction* among family members in previous stages of the decision process and/or in previous similar decisions.

(a) The relative amount of talking done (*interaction*) by families during the decision process may determine who makes the selection and subsequently *influences* the final choice (Kenkel, 1961:259).

6) *Influuence* among family members in one stage of the decision process may vary according to *influence* in previous stages of the decision process and/or in previous similar decisions.

(a) The family member making the final selection will consider the views of relevant others (*influence*) when the appropriateness of doing so is made salient to him or her (*influence*) (Wind, 1976).

7) *Interaction* among family members in one stage of the decision process may vary according to *role specialization* in previous stages of the decision process and/or in previous similar decisions.

(a) Couples with highly *specialized roles* will be more apt to display *consensus* (Davis, 1970:283).

8) *Interaction* among family members in one stage of the decision process may vary according to *influence* among family members in previous stages of the decision process and/or in previous similar decisions (deduced from the model).

9) *Interaction* among family members in one stage of the decision process may vary according to *interaction* among family members in previous stages of the decision process and/or in previous similar decisions.

(a) *Interaction* at one stage will likely be facilitated if members communicate their individual dispositions towards acceptable alternatives (*interaction*)

during eqrlier stages (Burns & Granbois, 1977:81).

(b)The degree to which spouses agree on the patterns of decision making to be adopted (*consensus*) will affect their *interaction* during decision making (Burns & Granbois, 1977:85).

(c) The relation of family goals to the motivational structure of individual member's goal (*consensus*) must exist so that the larger family system can function without undue internal *conflict* (Edwards, 1970:655).

(d) *Conflict* is likely to occur in later stages when there is disagreement over the purchase goals (*non consensus*) (Belch et al., 1979:475).

D.1 - **DECISION PROCESS VARIABLES** on **FAMILY MEMBER INVOLVMENT**

Family member involvment may vary according to *stage in the decision process*.

1) *Role specialization* may vary according to *stage in the decision process*.

(a) *Family member involvement* seems to vary systematically at different *stages of the decision process* (Davis, 1976:246).

(b) In the *problem recognition stage*, the initiative usually lies with one of the members with *involvement* increasing during the *search stage* and decreasing during the *purchase* stage (Hansen, 1972:398-340).

(c) *Role specialization* will vary across *stages of the decision process* (Davis & Rigaux, 1974: 55; Szybillo & Sosanie, 1977: 46; Engel & Blackwell, 1982: 182).

2) *Role specialization* may vary according to *decision process variables related to stage in the decision process* . (a) Family member *involvement* in alternative evaluation will vary by *evaluative criteria* (Szybillo & Sosanie, 1977:49).

(b) Family *role structure* will vary over the process of evaluating and comparing *evaluative criteria* (Szybillo & Sosanie, 1977:46).

3) *Interaction* among family members may vary according to *stage in the decision process* (deduced from model).

4) *Interaction* among family members may vary according to *decision process variables related to stage in the decision process.*

(a) The amount of disagreement (*consensus*) will probably be relatively higher for the *alternative evaluation stage*, especially for the decision regarding the variety of product related attributes (*evaluative criteria*) (Belch et al., 1979:477).

5) *Influence* among family members may vary according to *stage in the decision process*.

(a) Family member *influence* varies by *stage of the decision process* (Hansen, 1972:401; Engel & Blackwell, 1982:182; Davis & Rigaux, 1974:55).

6) *Influence* among family members may vary according to *decision process variables related to stage in the decision process* .

(a) The family member's perception of who has *influence* changes across *evaluative criteria* (Burns & Ortinau, 1978:376).

D2 - **DECISION PROCESS VARIABLES** on **DECISION PROCESS VARIABLES**

Decision process variables at one stage of the decision process may vary according to *decision process variables* at previous stages in the decision process or in previous similar decisions.

1) Decision process variables associated with the *problem recognition stage* may vary according to *decision process variables* at previous stagesin the decision process or in previous similar decisions.

(a) *Satisfaction* with a purchase will increase the likelihood of a similar purchase occuring in the future (*problem recognition*) (Katona, 1964:288).

(b) When a product or service does not live up to *expectations* resulting in *dissatisfaction or dissonance*, this influences future decisions (*problem recognition*) (Melson, 1980:191).

2) Decision process variables associated with the *goal restatement and*

formulation stage may vary according to *decision process variables* at previous stages of the decision process and / or in previous similar decisions.

(a) *Choice heuristics* formed from previous purchase experiences may provide a set of general rules for the *development of goals(family goal setting)* for current decisions (Bettman, 1979:68).

3) Decision process variables associated with the *search stage* may vary according to *decision process variables* at previous stages of the decision process and / or in previous similar decisions.

(a) The *information source(search)* is a function of *stage in the decision process* (Rosen & Granbois, 1983:254).

(b) *Fewer informtion sources* are used (*extent of search*), if *information source* is from friends or local retailers rather than from commercial *information sources* (Staelin & Payne, 1976).

(c) The greater the *satisfaction* with prior, similar purchases, the lower the probability that an *external search* will occur in the future (Katona, 1964:289).

4) Decision process variables associated with the *alternative evaluation stage* may vary according to *decision process variables* at previous stages of the decision process and / or in previous similar decisions.

(a) The particular *choice heuristic* used depends upon the family member's *information processing* abilities (*search*) (Bettman, 1979:227).

(b) The time required for *(extent of) alternative evaluation* may be directly affected by the *choice heuristic* used to evaluate the alternatives (Park, Lutz & Richards, 1982: 114).

5) Decision process variables associated with the *selection / intention stage* may vary according to *decision process variables* at previous stages of the decision process and / or in previous similar decisions.

(a) As family members expose themselves to increasing amounts of relevant

information (*search*), they will make more efficient *selections* from among available alternatives (Sproles, Geistfled & Badenhop, 1978:88).

6) Decision process variables associated with the *purchase stage* may vary according to *decision process variables* at previous stages of the decision process and / or in previous similar decisions (deduced from model).

7) Decision process variables associated with the *post purchase evaluation stage* may vary according to *decision process variables* at previous stages of the decision process and / or in previous stages of the decision process.

(a) The more rational and non-impulsive (*goal setting*) the purchase, the greater the probability of *satisfaction* (McGregor, 1984).

(b) *Satisfaction* will vary directly with the *extent of search*, the degree to which long range consequences were considered (*goal setting*) and the amount of family *consensus* (Granbois, 1971:195; Miller, 1975:98).

(c) Consumer who *obtain adequate information (search)* will probably experience less *dissonance* than those who buy without sufficient information (Holloway et al., 1971:403).

(d) *Dissonance* will likely induce the most affected member to *search* for additional information that serves to confirm the wisdom of his / her purchase (Engel & Blackwell, 1982; Melson, 1980:191).

(e) The relationship between *search* and *satisfaction* is curvillinear (Cox, Granbois & Summers, 1983; Westbrook, 1980; Cardozo, 1965).

E. P1 PROPOSITIONS - **PRODUCT** on **DECISION PROCESS VARIABLES**

Decision process variables may vary according to *product related variables*.

1) Decision process variables associated with the *problem recognition stage* may vary according to *product category related variables* (deduced from model).

2) Decision process variables associated with the *problem recognition stage*

may vary according to *alternative related variables* (deduced from model).

3) Decision process variables associated with the *goal restatement and formulation stage* may vary according to *product category related variables* (deduced from model).

4) Decision process variables associated with the *goal restatement and formulation stage* may vary according to *alternative related variables*.

(a) Decisions to spend rather than to save *(goal setting)* will likely involve *across product evaluation of several alternatives* (Davis, 1976:246).

5) Decision process variables associated with the *search stage* may vary according to *product category related variables*.

(a) *Search* increases with the *importance of the decison (product related)* (Punj & Stewart, 1983:186).

(b) *Uncertainty (product related)* increases the amount of information *search* (Punj & Stewart, 1983:186).

(c) The increased threat of physical conquences *(perceived risk)* from the use of a product or service affects the individual's attitude toward the *information source (search)* (Engel & Blackwell, 1982:473).

(d)The *propensity to search (personal factor) and the extent of search* increases as the *price of the product* increases (Katona & Mueller, 1955:30; Engel & Blackwell, 1982).

(e) The greater the *interpurchase time (product related)*, the greater the probability of *external search* (Engel & Blackwell, 1982:325; Katona, 1964:290).

(f) The longer the *length of commitment (product related)* for the product, the greater the *perceived risk (product related)* and the propensity to search therefore, the *extent of search* (Engel & Blackwell, 1982:326; Katona & Mueller, 1955:50).

(g) The more visible the product is to significant others or reference groups, the greater the *perceived risk (product related)* and the greater the perceived need for additional *search* (Katona & Mueller, 1955:30-87; Engel & Blackwell, 1982:326; Bucklin, 1966:22; Katona, 1964:289; Moore & Lechman, 1980; Punj & Stewart, 1983:186).

(h) *Perceived risk (product related)* is positively associated with *extent of search* (Claxton, Fry & Portis, 1974:42).

(i) The *extent of search* will vary depending on the *perceived risk (product related) and the perceived cost of search (market forces)* (Engel and Blackwell, 1982:327; Bettman, 1979:135; Bucklin, 1966:22).

6) Decision process variables associated with the *search stage* may vary according to *alternative related variables*.

(a) The *extent of search* is influenced by the *complexity of the alternatives (product related)* (Bettman, 1979:135).

(b) The more *attribute sub-decisions (product related)* involved in alternative evaluation, the greater the *perceived risk (product related)* and thus the propensity to search *(extent of search)* (Engel & Blackwell, 1982:326).

(c) The *extent of search* will vary directly with the *number of alternatives (market forces) and the perceived similarity between alternatives (product related)* (Granbois, 1971:185; Moore & Lechman, 1980; Bettman, 1979:135).

7) Decision process variables associated with the *alternative evaluation stage* may vary according to *product category related variables*.

(a) The higher the *perceived risk (product related)* involved, the more likely that there is an *increase and change in evaluative criteria* (Granbois, 1971).

(b) It is most probable that *compensatory alternative evaluation strategies (choice heuristics)* will be used during a high involvement decision process

(product related) (Engel & Blackwell, 1982:423).

8) Decision process variables associated with the *alternative evaluation stage* may vary according to *alternative related variables*.

(a) The particular *choice heuristics* used depends upon the *complexity of the alternatives (product related)* (Bettman, 1979:227).

9) Decision process variables associated with the *selection/intention stage* may vary according to *product category related variables*.

(a) Threat of social disapproval *(perceived risk (product related))* affect the individual's attitude towards the purchase of a product or service *(intentions)* (Engel & Blackwell, 1982:474).

10) Decision process variables associated with the *selection/intention stage* may vary according to *alternative related variables* (deduced from model).

11) Decision process variables associated with the *purchase stage* may vary according to *product category related variables* (deduced from model).

12) Decision process variables associated with the *purchase stage* may vary according to *alternative related variables* (deduced from model).

13) Decision process variables associated with the *post purchase evaluation stage* may vary according to *product category related variables*.

(a) The less the *perceived risk (product related)* the higher the degree of *satisfaction* (Granbois, 1972).

(b) The more complementary the *product is to the family's life style* the greater the chance of *satisfaction*.

(c) The relationship between *demographic variables* and *satisfaction* will generally be weak and vary widely over *products* (Day, 1978:357).

(d) The *determinants of satisfaction* differ between *durable and non-durable goods (product related)* (Oliver, 1980; Churchill & Surprenant, 1982).

14) Decision process variables associated with the *post purchase evaluation stage*

may vary according to *alternative related variables* .

(a) *Dissonance* is most probably when the *decision is important, the alternatives not chosen are attractive and have desireable features, a number of alternatives are available and each alternative has a unique feature* (Granbois, 1971:190; Holloway et al., 1971:403; Engel & Blackwell, 1982).

F. P2 PROPOSITIONS - **PRODUCT** on **FMI**

Family member involvement in the decision process may vary according to *product related variables.*

1) *Role specialization* of family members in the decision process may vary according to *product category related variables.*

(a) *Family member involvement* will vary widely by *product category* (Davis, 1976:246).

(b) *Role specialization* varies across *product of service* (Melson, 1980:183).

(c) Where the *product* is age or sex related, the family may *delegate the search* (Davis, 1976:245).

(d) *Joint involvement or participation (role specialization)* increases with the *importance of the decision (product related)* (Wolgast, 1958:153).

(e) The greater the *cost of the product*, the greater the tendency for two or more members to be *involved* in the decision (Jenkins, 1979:207; Granbois, 1971:196).

(f) The higher the *perceived risk (product related)*, the more the family members will fulfill many consumer roles, rather than specialize *(role specialization)* (Melson, 1980:192).

2) *Role specialization* of family members in the decision process may vary according to *alternative related variables.*

(a)The more *important and complex the alternative (product related)* the more likely the family members will fulfill many consumer roles rather than

specialize *(role specialization)* and the less likely that *autonomous decision making (role specialization)* takes place (Melson, 1980:192).

3) *Influence* of family members in the decision process may vary according to *product category related variables*.

(a) Family member *influence* varies by *type of product* (Hansen, 1972:401; Woodside, 1972:659; Davis & Rigaux, 1974:511).

(b) The family member's perception of who has *influence* changes across *products* (Burns and Ortinau, 1978:376).

(c) The *inportance of the decision (product related)* may determine the *amount and type of influence (influence strategy mix)* used by family members during a decision (Spiro, 1983:395).

4) *Influence* of family members in the decision process may vary according to *alternative related variables* (deduced from model).

5) *Interaction* among family members during the decision process may vary according to *product category related variables*.

(a) In the alternative evaluation stage, the amount of *interaction* seems to depend upon the *importance of the decision (product related)* (Hansen, 1976:399).

(b) The amount of *conflict* varies across *product class* (Belch et al., 1979:477).

6) *Interaction* among family members during the decision process may vary according to alternative related variables (deduced from model).

APPENDIX B

RESEARCH INFORMATION SHEET

VOLUNTEERS NEEDED

Researchers in the Faculty of Home Economics, the University of Alberta, are initiating a study of family consumer decision making. The researchers are particularly interested in how a family, as a group, makes consumer purchase decisions. This study is being carried out as the thesis requirement for a graduate degree in Consumer Studies and is part of an ongoing research project in the Faculty.

We are seeking couples who plan to make a major household purchase sometime within the period March to May, 1985. This purchase may be carpeting, draperies or furniture and should represent a substantial expenditure by the family.

Participating couples will be asked to keep a record of activities related to this purchase and to take part in two or three short interviews. A small honorarium will be given to each family taking part in this study.

If you are interested in taking part or in finding out more about the study, please contact one of us or return the form below.

Susan MacDonald
M.Sc. Candidate
482-3211

Betty Crown, Ph.D.
Professor and Chairperson
Clothing and Textiles Department
432-2474

Yes, we are interested in learning more about the research project described above and may be willing to participate.

Name(s)

Address

Telephone

APPENDIX C

CONSENT FORM

INFORMED CONSENT

The purpose of this research is to study how families make major consumer purchase decisions. Your participation will initially involve each of you completing a brief questionnaire to help us ensure that you fit the requirements for our study. If selected, your participation will then involve: (a) keeping separate daily records of activities and discussions related to the purchase decision, (b) joint participation in three short audiotaped interviews in which you will be asked to reconstruct conversations you have had about the purchase decision being studied, and (c) completion of another short questionnaire after the purchase of the product.

You may withdraw from the study at any time. The identities of all families will be protected and once the tapes are coded they will be erased. If selected, you will be given $25.00 at the beginning of the study and $25.00 at the end of the study as a token of our appreciation for your cooperation.

A summary of the results of the study will be available to you upon request.

After being informed of the nature of the study of family consumer decisions, I agree to participate as outlined above.

Signatures: (1) .....

(2) .....

Date: .....

APPENDIX D

INITIAL QUESTIONNAIRE

INITIAL QUESTIONNAIRE

1. How long have you been married or been together as a couple? _____

2. Have you been married before? _____

3. How old were you on your last birthday? _____

4. What are the ages and sex of your children living at home?

   Age _____ Sex _____

   Age _____ Sex _____

   Age _____ Sex _____

5. What is the last grade or degree/diploma you completed? _____

   _____

6. What is your occupation? _____

7. What is your family's annual income from all sources, before taxes (to the nearest $5,000.00)? _____

Because this study will be about decision making we would like to ask you a few questions about decision making within your family.

8. How good a decision maker do you think you personally are?

   _____ excellent
   _____ very good
   _____ average
   _____ not too good
   _____ poor

9. How good a decision maker do you think your spouse is?

   _____ excellent
   _____ very good
   _____ average
   _____ not too good
   _____ poor

10. Generally, how good do you think your family as a group is at making decisions?

    _____ excellent
    _____ very good
    _____ average
    _____ not too good
    _____ poor

11. Generally, how happy are you with the decisions your family makes that affect you?

    _____ very happy
    _____ happy
    _____ so-so
    _____ unhappy
    _____ very unhappy

Please respond to each of the following statements by circling a number to the right of each. Circle the number that best describes your relationship according to the scale below.

1 almost never	2 once in a while	3 sometimes	4 frequently	5 almost always

12.	We are supportive of each other during difficult times.	1 2 3 4 5
13.	In our relationship, it is easy for both of us to express our opinion.	1 2 3 4 5
14.	It is easier to discuss problems with people outside the marriage than with my partner.	1 2 3 4 5
15.	We each have input regarding major family decisions.	1 2 3 4 5
16.	We spend time together when we are home.	1 2 3 4 5
17.	We are flexible in how we handle differences.	1 2 3 4 5
18.	We do things together.	1 2 3 4 5
19.	We discuss problems and feel good about the solutions.	1 2 3 4 5
20.	In our marriage, we each go our own way.	1 2 3 4 5
21.	We shift household responsibilities between us.	1 2 3 4 5
22.	We know each other's close friends.	1 2 3 4 5
23.	It is hard to know what the rules are in our relationship.	1 2 3 4 5
24.	We consult each other on personal decisions.	1 2 3 4 5
25.	We freely say what we want.	1 2 3 4 5
26.	We have difficulty thinking of things to do together.	1 2 3 4 5
27.	We have a good balance of leadership in our family.	1 2 3 4 5
28.	We feel very close to each other.	1 2 3 4 5
29.	We operate on the principle of fairness in our marriage.	1 2 3 4 5
30.	I feel closer to people outside the marriage than to my partner.	1 2 3 4 5
31.	We try new ways of dealing with problems.	1 2 3 4 5
32.	I go along with what my partner decides to do.	1 2 3 4 5
33.	In our marriage, we share responsibilities.	1 2 3 4 5
34.	We like to spend our free time with each other.	1 2 3 4 5
35.	It is difficult to get a rule change in our relationship.	1 2 3 4 5
36.	We avoid each other at home.	1 2 3 4 5
37.	When problems arise, we compromise.	1 2 3 4 5
38.	We approve of each other's friends.	1 2 3 4 5
39.	We are afraid to say what is on our minds.	1 2 3 4 5
40.	We tend to do things separately.	1 2 3 4 5
41.	We share interests and hobbies with each other.	1 2 3 4 5

APPENDIX E

DIARY FORMS

CODE _____

DATE _____

Did you or any member of your family engage in any activities or discussion related to the purchase of _____ in the past 24 hours?

YES _____ NO _____

If so, please complete the following questions in as much detail as possible.

What family members were involved?

What took place?

What were the outcomes?

How do you feel about the outcomes? Why?

Other points of interest:

APPENDIX F

DIARY INSTRUCTION SHEET

INSTRUCTIONS

The purpose of this diary is to obtain specific information on activities and discussions within your family related to a particular consumer purchase decision. Please enter information in your diary daily so that events are always fresh and clear in your mind. Use as much detail as possible. If more than one event is recorded in one day, use one set of diary sheets for each event. If more space is needed for any entry please use the back of the page. Please do not discuss your diary with your partner.

On page 1 please write about any thoughts, discussions or activities associated with your purchase of _____. Describe what took place, who was involved and how each person was involved.

Include even such events as:

- looking at advertisements in newspapers or magazines.
- discussions with family and friends.
- looking at the product in stores (window shopping).
- discussions about costs, preferences and priorities.
- discussions about the comparison of alternatives and the criteria used for comparison.

On page 2 try to report the outcomes of each event recorded in the diary. This may include such things as:

- was there agreement or disagreement at the end of the discussion or activity?
- was a decision made:

  to continue on as you are
  to get more information
  to move to the next step in the decision process
  to select or purchase the product

- how did you feel about the outcomes?

  content
  happy
  satisfied
  upset
  resentful
  resigned
  angry

APPENDIX G

INTERVIEW PROTOCOL

Interview Protocol (adapted from Hill and Scanzoni)

INSTRUCTIONS:

We want to find out how couples make decisions. All couples have to make choices or decisions. Sometimes, you have several possible ways to solve a problem and you talk together to see which solution might be best. Sometimes, partners don't agree about how the question should be settled. Because each of you is an individual, you want unique things out of life, your partner might want something different. What this means is that partners have different ideas about what is the right thing to do.

I will ask you about a conversation you have had about the purchase of _____, and together we will put together as much detail about the conversation as we can. First, I'll ask who brought up the topic, and then I'll ask that person exactly what he or she said. Just like any conversation I'll ask one person what he said, then I'll ask the other what she said in reply. We'll go back and forth until you can't remember any more of what happened. Try to remember what each person said and think of it as a back-and-forth conversation rather than everything happening at one time.

While I'm asking you what you said, you should feel free to interrupt, or break in, at any point to help out your partner in case they have forgotten some detail, or you think what he said should be said in a little different way.

I'd like to have an interesting and lively discussion that comes as close as possible to the way in which you actually worked out your decision. Sometimes it takes a while to remember exactly what happened, so take your time and I'll ask you some questions to help jog your memory.

Do you have any questions before we begin?

TURN ON TAPE RECORDER

1) Couples tell us that one person usually brings up a topic more than the other in order to discuss it. Which one of you brought up the purchase of the _____ in the conversation we are discussing?

2) It may help to refresh your memory if you think of where you were physically when you had the conversation. Were you at home? In what room of the house? What time of day was it?

3) Think back to that day or night and focus on that one conversation. What exactly did you say to bring up the purchase of _____ with your partner? (What changes did you want? Did you offer an opinion in the matter? How did you present your position? What did you say to help your partner see your point of view? At that time, did you say anything to try to persuade your partner to say or do things your way? Exactly what did you say?)

4) Since there are two sides to every discussion. I'd first like to ask you if you would say that everything your partner has said so far is accurate; or would you say that there are some thing s/he has said that in your opinion need to be added to or changed in some way? (What specific things that s/he said need to be added to or changed?)

5) Your partner said that his/her point of view is _____. When s/he said that, what exactly did you say in reply? (Specifically, how is your point of view different from his/hers? How did you present your position? What did you say to help your partner see or do things your way? At that time, did you say anything to try to persuade your partner to see your point of view? What exactly did you say?)

6) Would you say that what your partner has just siad is accurate, or are there some things that need to be added or changed? (What specific things need to be added or changed?)

7) Your partner says the his/her point of view is that _____. When s/he said that, what exactly did you say in response? (Did you make any suggestions for changes that either of you could make? What did you say to help your partner see your point of view? At that time, did you say anything to try to persuade your partner to see or do things your way? Exactly what did you say?)

REPEAT QUESTIONS 6 AND 7, SHIFTING FROM INITIATOR TO REACTOR UNTIL COUPLE REACHES THE END OF THE CONVERSATION.

TO BOTH PARTNERS

Now I'm going to ask you to separately complete a questionnaire which contains a few questions about the conversation we just talked about together.

APPENDIX H

POST INTERVIEW QUESTIONNAIRE

THINK ABOUT THE CONVERSATION YOU JUST TALKED ABOUT WHEN YOU ANSWER THE FOLLOWING QUESTIONS.

1. Below is a list of reasons that partners often give to help the other person see their point of view or try to sway the other person to see things their way. You may not exactly have said each one in the conversation you just had, but the idea is one you wanted to get across. Please read each one and tell me if you used the reason in this discussion with your partner.

   PLEASE CIRCLE YES OR NO FOR EACH STATEMENT.

a. This is not what we had decided upon earlier.	Yes	No
b. This is what we had decided upon earlier.	Yes	No
c. This is the most important thing for our family right now.	Yes	No
d. Other things are more important to our family right now.	Yes	No
e. It is important to spend time on this.	Yes	No
f. Time is better spent on other things.	Yes	No
g. It is my responsibility.	Yes	No
h. It is my partner's responsibility.	Yes	No
i. It is best for me.	Yes	No
j. It is best for my partner.	Yes	No
k. It is best for the family.	Yes	No
l. It is important that the money be spent on this.	Yes	No
m. Money is better spent on other things.	Yes	No

2. Think for a moment about what you and your partner said you wanted at the <u>beginning</u> of the discussion. Considering the way the discussion went, how much would <u>you</u> say you gained as a result of the discussion?

   PLEASE CIRCLE THE NUMBER THAT BEST DESCRIBES HOW MUCH YOU WOULD SAY YOU GAINED.

   0.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10

   None of what I wanted — All of what I wanted

3. How much would you say your partner gained as a result of the discussion?

PLEASE CIRCLE THE NUMBER THAT BEST DESCRIBES HOW MUCH YOU WOULD SAY S/HE GAINED.

0.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10

None of what s/he wanted — All of what s/he wanted

4. How important is it to you that things go your way over the matter you just discussed?

PLEASE CIRCLE ONE NUMBER.

Very important	4
Important	3
Somewhat important	2
Not at all important	1

5. All things considered, how fair would you say the situation is right now as far as this specific matter is concerned?

PLEASE CIRCLE THE NUMBER THAT COMES CLOSEST TO HOW FAIR YOU THINK THE SITUATION IS.

0.....1.....2.....3.....4.....5.....6.....7.....8.....9.....10

Completely unfair — Completely fair

6. In thinking about the matter that you and your partner just discussed, where would you say you both are RIGHT NOW with regard to this specific matter?

PLEASE MARK (X) ONE OF THE FOLLOWING.

a. We totally agree. _____

b. We are still talking about it. _____

c. We have agreed to disagree, and not to talk about it for awhile. _____

d. I keep talking about it even though my partner doesn't want to. _____

e. My partner keeps talking about it even though I don't want to. _____

f. My partner doesn't want to talk about it, so I just keep quiet. _____

g. My partner keeps quiet because s/he knows I don't want to talk about it. _____

APPENDIX I

FINAL QUESTIONNAIRE

QUESTIONNAIRE - PART A

	very dissatisfied	somewhat dissatisfied	indifferent	somewhat satisfied	very satisfied	
1. In general how satisfied are you with the product you purchased?	1	2	3	4	5	
2. How satisfied are you with the price you paid for the product?	1	2	3	4	5	
3. How satisfied are you with the color?	1	2	3	4	5	
4. How satisfied are you with the style?	1	2	3	4	5	
5. How satisfied are you with the durability and wearability of the product?	1	2	3	4	5	
6. How satisfied are you with the installation and servicing of the product?	1	2	3	4	5	N/A
7. How satisfied are you with the ability of the product to hide dirt?	1	2	3	4	5	
8. How satisfied are you with the ease of cleaning of the product?	1	2	3	4	5	N/A

PART B

	very sure				not at all sure
1. How sure are you that you chose the best product for your needs?	1	2	3	4	5

	much less than I expected				much greater than I expected
2. Has this product measured up to your expectations?	1	2	3	4	5

	strongly disagree	somewhat disagree	neutral	somewhat agree	strongly agree
3. I would certainly recommend this product to a friend with needs similar to mine.	1	2	3	4	5
4. I would certainly recommend the retailer to a friend of mine.	1	2	3	4	5

PART C

		very dissatisfied	somewhat dissatisfied	indifferent	somewhat satisfied	very satisfied	
1.	In general, how satisfied are you with the decision process your family went through in the purchase of this product?	1	2	3	4	5	
2.	How satisfied are you with the amount of information available to your family in relation to the purchase of this product?	1	2	3	4	5	
3.	How satisfied are you with the amount of information considered by your family in relation to the purchase of this product?	1	2	3	4	5	
4.	How satisfied are you with the number of retail outlets you visited?	1	2	3	4	5	
5.	How satisfied are you with the family's activities related to the final selection and purchase of this product?	1	2	3	4	5	
6.	How satisfied are you with the extent of your participation during the decision process?	1	2	3	4	5	
7.	How satisfied are you with the extent of your spouse's participation during the decision process?	1	2	3	4	5	
8.	How satisfied are you with the extent of participation of other family members during the decision process?	1	2	3	4	5	N/A
9.	How satisfied are you with the <u>amount</u> of interaction among family members during the decision process?	1	2	3	4	5	
10.	How satisfied are you with the <u>quality</u> of interaction among family members during the decision process?	1	2	3	4	5	
11.	How satisfied are you with the amount of influence you had during the decision process?	1	2	3	4	5	
12.	How satisfied are you with the amount of influence your spouse had during the decision process?	1	2	3	4	5	
13.	How satisfied are you with the amount of influence other family members had during the decision process?	1	2	3	4	5	N/A

APPENDIX J

DIARY CODE SHEETS

DIARY CODE SHEET

CODE _____

DATE _____

Participants:

Major - _____

Minor - _____

1. husband
2. wife
3. child
4. other

Nature of Entry:

Type - _____

1. discussion
2. activity
3. other

Subject - _____

1. problem recognition
2. goal restatement
3. search
4. alternative evaluation
5. selection/intention
6. purchase
7. post purchase evaluation

Outcomes:

Objective - _____

1. total agreement
2. agreement - yet still talking
3. still talking
4. agree to disagree
5. disagree and one partner persistant
6. disagree and no talking
7. N/A

Subjective - _____

1. satisfaction
2. resignation
3. resentment

APPENDIX K

DIARY SUMMARY SHEET

DIARY SUMMARY SHEET

CODE _____

DATES _____

PARTICIPATION

TYPE OF ENTRY

MALE 1 2 3 4 5 6 7 8 9 10

FEMALE 1 2 3 4 5 6 7 8 9 10

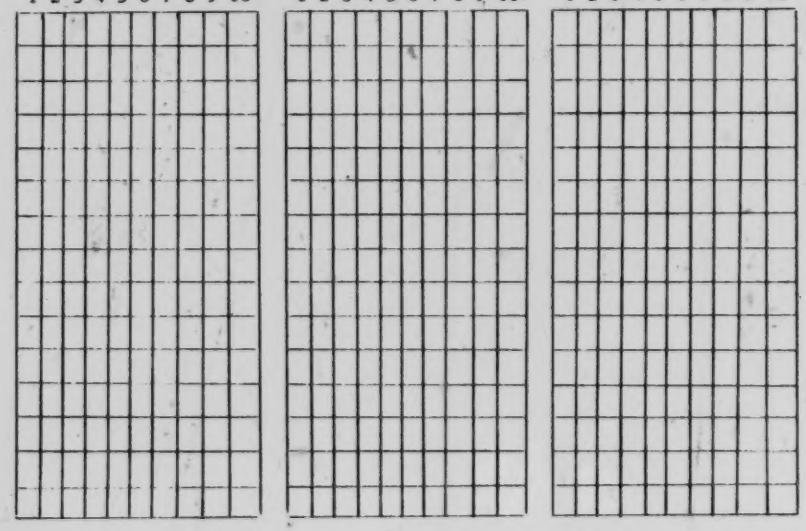
OTHER 1 2 3 4 5 6 7 8 9 10

Discussion:

- problem recognition
- goal restatement
- search
- alternative evaluation
- selection/intention
- purchase
- post purchase evaluation

Activity:

- problem recognition
- goal restatement
- search
- alternative evaluation
- selection/intention
- purchase
- post purchase evaluation



OUTCOMES

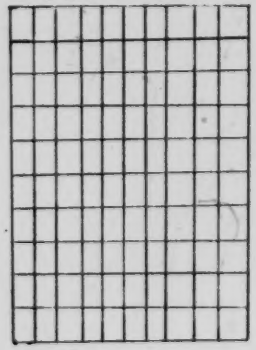
Objective:

- total agreement
- agreement - yet still talking
- still talking
- agree to disagree
- disagree nad one partner persistent
- disagree and no talking

Subjective:

- satisfaction
- resignation
- resentment

1 2 3 4 5 6 7 8 9 10



APPENDIX L

FAMILY DECISION MAKING PROJECT

AUDIOTAPE CODING MANUAL

Used with the permission of:

Cynthia Arnett, M.S.

John Scanzoni, Ph.D.

University of North Carolina

Specific Substantive Point

Within each discussion the initator will have made a specific substantive point about the particular issue. We want the substance of what is said - the "propisition" or 'point" or "main thought"; that substance "flashes the decisioning light". It lets the partner know that the initiator wants to work something out between them. Merely remarking "it's raining today" or "hey, you look great" does not ordinarily signal the start of the decisioning process. Please be aware the the initiator may state the specific substantive point more than one time. You may need to read through the transcript while listening to the tape until the conversation is well under way before you will be able to succinctly determine the substantive point. If the substantive point is stated more than once, determine the gist of it.

Style of Substantive Point

After you have determined the substantive point, assign one of Rausch's communication style codes to it.

Acts 1-19

Code gender before act. An act is defined as the statement or action of one person bounded by the statement or action of another. Do not code the interviewers statements. Each act is to be defined one code.

Cognitive Acts

0 Conventional remarks
1 Opening the issue or probe
2 Seeking information
3 Giving information
4 Withholding information
5 Suggesting a course of action
6 Agreeing with the other's statement
7 Giving cognitive reasons for a course of action
8 Exploring the consequences of a course of action
10 Giving up or leaving the field
11 Denying the validity of the other's argument with or without the use of counterarguments
13 Changing the subject

Affiliative Acts

15 Using humor
19 Avoiding blame or responsibility
20 Accepting blame or responsibility
21 Showing concern for the other's feelings
23 Accepting the other's plans, actions, ideas, motives or feelings
25 Seeking reassurance
26 Diverting the other's attention as a maneuver to gain one's aim
27 Introducing a compromise
28 Offering help or assistance
29 Offering to collaborate in planning
31 Appealing to fairness
33 Appealing to other's motive
35 Offering something else as a way of winning one's goal

37 Appealing to the love of the other
40 Pleading and coaxing

Coercive Acts

41 Using an outside power or set of circumstances to induce or force the other to agree
43 Recognizing the other's move as a strategy or calling the other's bluff
45 Rejecting the other
47 Commanding
48 Demanding compensation
51 Inducing guilt or attacking the other's motives
53 Disparaging the other
55 Threatening the other

Process Power

Process power is the ability to make changes. It is the relative ability of partners to shift the position of the other or to move the decision-making process towards resolution. In order to code process power in each unit, the coder must consider previous and subsequent units.

Unit 1

1. Initiator (Who is actor?)*
2. Substantive point
3. Strategy
4. Importance
5. Response of other *
   "yes"
   "yes,but"
   "no,but"
   "no"

Unit 2

2.
3.
4.
5. Response of other
   "yes"
   "yes,but"
   "no,but"
   "no"

Unit 3

2.
3.
4.
5. Response of other
   "yes"
   "yes,but"
   "no,but"
   "no"

* Items to be coded

Response of Other

0 yes - other fully accepts without modification
1 yes, but - other accepts, but adds or suggests modifications, no elements rejected
2 no, but - other rejects some elements; some elements accepted; may or may not add or offer suggestions or modifications
3 no - other rejects all elements; no new elements offered

Bargaining Modes

After listening to and reading the entire conversation, coding style, and process power, make an assessment of the repsondents' bargaining modes. This is a subjective judgement of the type of bargainer or negotiator each respondent is. Assign one code for the female and one code for the male for each discussion.

Definitions of the four bargaining modes:

1 Competitor:
Respondent retreats from his or her preferred action or demand

2 Compensator:
Respondent does not retreat from a referred action or demand, but offers to compensate the other's compliance by providing with something else she or he wants in another area.

3 Compromiser:
Respondent makes concessions. Respondent changes his or her preferred position according to the demands previously endorsed by the other.

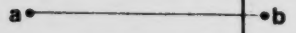
. 4 Problem-solver:
Respondent retreats from his or her initial position, as with compromise, but the solution entails some novel component not previously considered by either respondent.

APPENDIX M

FAMILY PROFILE: FACES II

FAMILY PROFILE: FACES II

C O H E S I O N

ADAPTABILITY	DISENGAGED PARENTS (56.9 or below) ADOLES. (47.9 or below)	SEPARATED PARENTS (57.0-65.0) ADOLES. (48.0-56.0)	CONNECTED PARENTS (65.1-73.0) ADOLES. (56.1-64.0)	ENMESHED PARENTS (73.1 and above) ADOLES. (64.1 and above)
CHAOTIC PARENTS 56.1 or above ADOLES. 52.1 or above				
FLEXIBLE PARENTS 50.1-56.0 ADOLES. 45.1-52.0				
STRUCTURED PARENTS 44.0-50.0 ADOLES. 38.0-45.0				
RIGID PARENTS 43.9 or below ADOLES. 37.9 or below				

a- husband

b- wife